CEMBER 17, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazin Radio

TELECASTING

SEGAL SMITH HENNESS
1026 WOODWARD BLDG
WASH 5 D C 544

12/17
12/17
12/17
12-18

Here's

Selling

in your sock—

And

Sock

in your selling!

DEC 17
SEGAL SMITH
& HENNESSY

KLZ-DENVER

CBS NETWORK ★ 560 KILOCYCLES
Affiliated in Management with the Oklahoma Publishing Co., and WKY, Oklahoma City
REPRESENTED BY THE KATZ AGENCY

Service to RURAL EDUCATION

Every school day since 1936, WLS has used its facilities to increase the educational opportunities of Midwest school children. In 30,000 classrooms in eight states, one million youngsters group around their radios daily and listen to "WLS School Time."

Of the schools tuning in, 75% *are rural*—47% one-room schools, 28% village schools.

"School Time" lessons in geography, music, health, and current events are designed to give rural children increased educational advantages. In its ten years, "School Time" has won approval from leading educators throughout the nation.

Inspiration and information for rural pupils fits naturally into the general pattern of WLS public service. Whether it be assistance to an individual, aid to a community, or service to the growing family of Midwest farm listeners, WLS responds promptly, effectively, continuously.

People of Midwest America *depend* upon WLS for entertainment, for such business helps as the market reports, for fulfillment of their spiritual and educational needs. They have confidence in us . . . a confidence built up in 21 years of service to better living.

The WLS Educational Department is under the direction of Arthur C. Page, Associate Editor of Prairie Farmer and Farm Program Director of WLS. A former rural teacher, Virginia Pickers, B.A., University of Syracuse, and B.Ed., New York State Teachers College, conducts "WLS School Time."

A Clear Channel Station

WLS

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER, *President*
GLENN SNYDER *Manager*

CHICAGO 7

50,000 watts, 890 KC, American Affiliate. *Represented by* JOHN BLAIR & COMPANY. *Affiliated in Management with* **KOY,** *Phoenix, and the* ARIZONA NETWORK—**KOY,** *Phoenix* ★ **KTUC,** *Tucson* ★ **KSUN,** *Bisbee-Lowell-Douglas*

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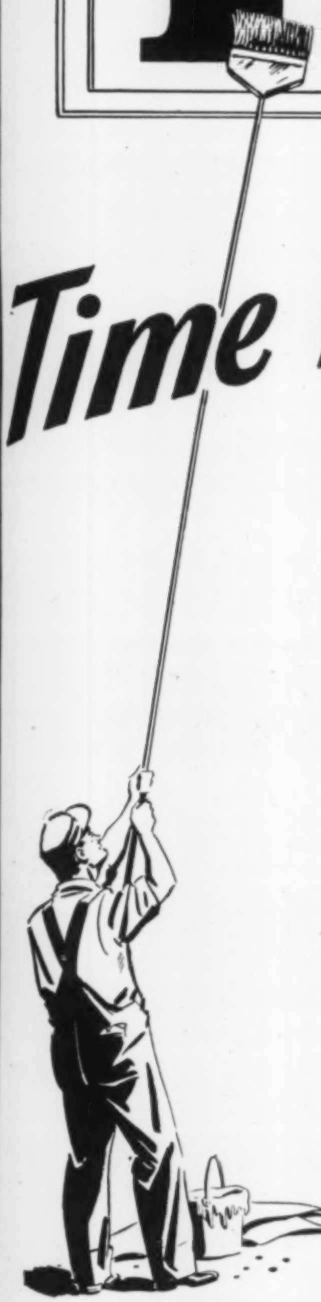

Time to RE-CONVERT

Your Sales Plan for New England

OLD selling habits need reconverting, too . . . a change of pace to meet a changed economy and new buying habits.

Effective radio selling isn't based on the hit-or-miss method. Today, to effectively SELL New England requires the use of a medium which enjoys the greatest local acceptance.

The Yankee Network via its locally accepted stations thoroughly covers these New England buying centers. Each of YANKEE'S 23 hometown stations hits the spot where it does the most good.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING... at deadline

Closed Circuit

THAT REPORTED impending promotion of FCC Chairman Paul A. Porter to White House as assistant to President Truman can be stricken from the records. It was in cards and discussed in highest places, but concluded finally that it was more important to retain him in highly important FCC post, particularly during critical licensing and expansion period. Attractive outside offers may have set off speculation. Chances are he will remain at FCC until present work load is fully under control—which will entail at least a year.

WHEN POWEL CROSLEY Jr., ex-owner of WLW Cincinnati and Crosley Corp., begins promoting his new midget car early next year, he'll make other motor manufacturers take notice. Ralph H. Jones Co., Cincinnati, headed by C. M. (Chip) Robertson Jr., is Crosley Motors agency with substantial record not only in network but in spot. Radio expected to do bulk of exploitation job.

KFBB GREAT FALLS, Mont., CBS regional outlet, will change hands soon. F. A. Buttrey, present owner and chain food store operator, has entered tentative contract to sell to Fred Birch, head of building construction company and civic leader, for slightly under $300,000. Papers now being drawn for FCC.

MUTUAL will sign up with NAB shortly. So will stockholder stations such as WOR, WGN and Yankee. ABC also indicates interest. CBS and NBC already are members. Network fees may be reduced. Rub is whether network members of board will be continued.

PLENTY of action indicated at MBS for 1946. Well-heeled with 25% budget increase for programs and personnel given him by board earlier in month, President Edgar Kobak is shooting for next year as network's biggest expansion and development. Next board meeting will be March 5-6 when Mr. Kobak will present plans for reorganization, probably combination of old-line and cooperative operation with no owned outlets.

DON'T LOOK for appointment of NAB's new labor relations director until early next year. It's likely proposition will be considered by NAB board at its Jan. 3-4 meeting in Los Angeles, at which pattern will be set and employer-employe relations committee headed by John Elmer, WCBM Baltimore, can move forward.

LOOKS LIKE NAB convention, slated for "early spring", is indefinitely postponed again with prospects indicating nothing before fall. ODT ~~still~~ doesn't want big conventions, with GI travel pressure still on and hotels generally can't accommodate NAB's 1200 minimum requirements. New Orleans had nod, but NAB Secretary C. E. Arney Jr. can't get to first base on accommodations. If no convention, at

(*Continued on page 102*)

Upcoming

Dec. 17-18: NAB Code Committee, Palmer House, Chicago.

Dec. 20: Transfer of KQW San Jose, Cal. to CBS, before FCC. Room 6121 New Post Office Bldg., Washington, D. C., 10:30 a.m.

Dec. 28: NAB FM Executive Commitee, Palmer House, Chicago.

Jan. 3-4: NAB Board of Directors, Roosevelt Hotel, Hollywood.

Jan. 30: RMA Board of Directors, Stevens Hotel, Chicago.

Bulletins

WAR and Navy departments have sent a communication to Budget Bureau asking that Foreign Broadcast Intelligence Service of the FCC be transferred to the War Dept. as of Jan. 1 and that FCC continue the operation until that time. Commission ordered service liquidated as of Dec. 13 after House refused to grant necessary appropriations. Actual monitoring operations ceased Dec. 5.

FRIDAY afternoon meeting of representatives of Western Electric Co. management with those of the Western Electric Employes Assn. will be resumed this afternoon (Dec. 17) at WE headquarters in New York. Union's members have authorized a strike if their demands for a 20% increase are not met. See earlier story, page 94.

FCC QUESTIONED CLOSELY

MEMBERS of House Appropriations Subcommittee on Independent Offices understood to have questioned FCC delegation closely last week when Commission appeared in executive session to support budget request of $6,000,000 for fiscal year ending June 30, 1947 [BROADCASTING, Dec. 3]. Entire Commission headed by Chairman Paul A. Porter, was closeted with Congressmen in all-day session. Indications were economic-minded subcommittee would recommend the $6,000,000 figure be pared.

Business Briefly

KNOX DROPS NEBBS ● Knox Co., Los Angeles (Cystex) will drop *The Nebbs* on Mutual 4:30-5 p.m. Sunday following Jan. 6 broadcast. Substitute not announced but company will continue sponsorship of Sunday afternoon 4-5 hour on network. First half-hour is occupied by *Murder Is My Hobby* for Mendaco. Agency, Raymond R. Morgan Co., Hollywood.

STERLING SHIFT ● Sterling Drug, New York, transfers Double Danderine hair tonic from Sterling Products Division to R. L. Watkins Co. division, effective Jan. 1. Advertising for product in 1946 includes two of *Stella Dallas* programs on 137 NBC stations, Monday through Friday 4:15-4:30 p.m. Agency, Dancer, Fitzgerald & Sample, New York.

FRIGIDAIRE ON CBS ● Frigidaire Division, General Motors Corp., Dayton, Jan. 13 starts for 52 weeks *Frigidaire Hollywood Star Time Theater* on full CBS network, Sun. 2:30-3 p.m. Agency, Foote, Cone & Belding, N. Y.

DIGEST FOR HALL ● Hall Bros., Kansas City (Hallmark greeting cards), Jan. 13 starts for 52 weeks *Readers Digest-Radio Edition* on full CBS network, Sun. 2-2:30 p.m. Agency, Foote, Cone & Belding, N. Y.

SMELLOVISION

DEVICE to transmit odors in synchronization with television broadcasts has been developed by Hans E. Laube, Swiss engineer-chemist who has experimented with synchronizing smells with motion pictures. Details remain secret, Mr. Laube revealing only that it works on electronic principles. Smell transmitter, he said, is operated by one man in television broadcast studio. Smell receivers which are added to each television receiving set are capable, he said, of producing more than 2,000 different aromas.

Standard Stations Exceed 1,000 Mark

THE NUMBER of standard commercial stations authorized in U. S. passed the 1,000 mark Friday when the FCC granted eight construction permits for new stations.

Commission actions brought to 40 number of grants made since resumption of normal licensing operations Oct. 8. Then there were 961 commercial stations; total now is 1,001. However, previous grants included four in two small communities which could hardly support more than one station each [BROADCASTING, Dec. 3]. Last week two more grants were made for stations in Brawley, Cal., a town of 11,718 population.

Outstanding among actions were three involving use of clear channels. A construction permit was issued to KEVR Seattle, operating on 1090 kc, to increase power from 250 w to 10 kw, with directional antenna for day and night use. Dominant station on channel is WBAL Baltimore. Chief owner of KEVR is A. W. Talbot. Minority interests are held by Robert S. McCaw and R. R. Groninger. All are Seattle business men.

KWBU Corpus Christi, Tex., was given special authority to operate daytime for a period of six months on 1030 kc with 50 kw power. Dominant station on channel is WBZ Boston. KWBU had previous six months authorization to operate at 1030 kc and has application for the frequency.

A second grant for local daytime station on 730 kc, assigned to XEQ Mexico City under international agreement, was authorized to Western Carolina Radio Corp., Shelby, N. C.

(*Continued on page 102*)

An Old Story

The age-old story of Christmas . . . of Prancer and Vixen and St. Nicholas—of Scrooge and Tiny Tim—of Good King Wenceslas . . . never fails to produce maximum response from listeners young and old.

With 5000 watts on 590 kilocycles—with timely programs and aggressive promotion—WAGA assures *maximum response* to your sales message in the South's most outstanding market . . . Atlanta.

WAGA
ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

THE PACIFIC NORTHWEST MEANS . . .
KIRO
SEATTLE • TACOMA

COMMERCIAL FISHING
One of the World's Great Fishing Areas

In Seattle alone more than 80,000,000 pounds of fresh and frozen fish, including salmon, halibut, herring, various cods, sole, crab, and oysters will be landed in 1945. In addition, more than 5,000,000 cases of canned salmon, valued at about half a billion dollars will be distributed from Seattle throughout the world. Seattle is the outfitting center for most of the Northwest Pacific and Alaskan fisheries and fleets . . . in round figures, 25,000 fishermen, most of them from Washington and Northern Oregon . . . operating approximately 13,000 craft.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE / TACOMA
KIRO
The Friendly Station
SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION
50,000 Watts
710 kc
CBS
Represented by
FREE and PETERS, Inc.

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The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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Editor and Publisher

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Molly Jackson.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Cleo Kathas.
AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

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BERNARD PLATT, *Circulation Manager*

Dorothy Young, Herbert Hadley, Leslie Helm

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250 Park Ave. *PL*aza 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

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David Glickman, *Manager;* Marjorie Barmettler.

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James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER

LOOK TO NASHVILLE...

. . . an A-1 *CITY for your POSTWAR BUSINESS

★ *Radio Daily Survey*

Manufacturers and retailers looking toward postwar prospects in the South have their eyes on Nashville . . . for Nashville has set the pace for the South with four years of record-breaking gains in population, income and retail sales. It is Tennessee's only A-1 city, and one of sixteen A-1 cities in the nation. The rich Nashville market area, with over a million prosperous buyers, is covered adequately and economically by WSIX—Nashville's outlet for both the American and Mutual networks . . . We will be glad to furnish full particulars on request. Write us—today!

WSIX offers:

1. Top shows of both American and Mutual networks which guarantee an unusual share of the radio audience in this area.
2. A powerful signal at low frequency—your assurance of a wide coverage at a very low cost per radio listener.

Add it all up—entertainment, coverage and reasonable rates—WSIX has what it takes to put across your sales message.

AMERICAN
MUTUAL

5,000 WATTS
980 KILOCYCLES

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

"*You take it and like it*

...from a

PRESTO RECORDING!"

"We have each of our programs transcribed on Presto equipment because it's easy to take criticism from a Presto Recording," says lovely Evelyn Knight, singing star of CBS' "Powder Box Theatre". "When you specialize in tricky rhythms as I do, it's important to be able to play back the show to review your work."

Broadcasting stations and recording studios use Presto equipment because they can depend on Presto to produce high quality work. Schools and business organizations, too, prefer Presto because a Presto Recorder can take hard usage and is simple to operate. Write for complete information.

PRESTO

RECORDING CORPORATION
242 West 55th Street, New York 19, N.Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

WLOL

announces
the appointment of

NORMAN BOGGS

as general manager
and vice-president

Effective January 14, 1946

WLOL • MINNEAPOLIS-ST. PAUL • BASIC MUTUAL

In Front ★ KFOR

MAGEE'S
CLOTHING
Twelve Quarter Hour periods weekly of "Baukhage Talking" and "Martin Agronsky" . . . . . .

DU TEAU
COMPANY
AUTOMOBILES
Six Quarter Hour News periods per week . . .

Represented by Edward Petry Co., Inc.

KFOR
"Nebraska's Capital City Station"
LINCOLN Nebraska
GORDON GRAY, General Mgr
MELVIN DRAKE, Station Mgr
BASIC AMERICAN; MUTUAL NETWORKS

Feature of the Week

COMMEMORATING the fourth anniversary of Pearl Harbor, WSYR Syracuse, Dec. 7, presented a special V-Bond program, emphasizing the unique role many Syracusans played in World War II. Titled *We Interrupt This Program . . .* , hour show presented among other Syracusans, former WSYR announcer Lt. Bernard Stapleton, believed to be the first to raise an American flag over conquered Tokyo, and Capt. Frank Lillyman, reputedly first American to land in Europe on D-Day. They interviewed each other.

Lt. Stapleton (l) interviews Capt. Lillyman

Others from the city to broadcast on the show were Brig. Gen. LeGrand A. Diller, public relations officer with Gen. MacArthur since 1941; Vadeboncoeur, WSYR commentator, who is said to have first used the expression, "Remember Pearl Harbor"; Gen. Pedro DelValle, Marine Corps general who commanded the artillery at Pearl Harbor; and several Syracusans at Pearl Harbor interviewed by NBC's Jim Wahl, who was at Pearl when the base was attacked.

Like House Afire

SPEEDY is the word for the comeback of WCNC Elizabeth City, N. C., following the fire which completely destroyed the transmitter house and equipment Nov. 16. On the morning of Dec. 6 station was back on the air. While off the air, a new transmitter house was built and installed, a new console installed, and other technical equipment given a complete going over. Three of the days were spent waiting for FCC permission to resume operation. Edd Harris, manager, pushed the work along, aided by Grether Bros. of Norfolk, and C. Ross Askey, WCNC chief engineer.

Sellers of Sales

JACK of all trades, master of many is a thumb-nail description of Beatrice Gumbinner, radio head of Lawrence C. Gumbinner Advertising Agency, New York.

A fourth generation New Yorker, Bea was born in the city in 1915. She attended Mrs. Wharton's finishing school for a year and a half, then left because she didn't like it and joined New York U. for a half year.

As a youngster, when other children played at being nurses or doctors, Bea pretended she was an advertising executive. She grew up to see her childhood dreams come true.

When she left school in 1934 she joined her brother's advertising agency as "assistant to the office boy." Eventually, she worked up to the position of stenographer. She left the agency for two years but couldn't stay away and returned to become assistant to Harry Deutsch, then radio director of the agency. In 1939 when he left the agency, Bea took over and became and still is radio head. Her duties in that position are many and varied. She buys radio time for the agency's accounts. She does most of the commercial writing by herself, including radio scripts, as well as spot announcements. She personally services the clients on detailed campaigns.

BEATRICE

Miss Gumbinner at present is handling radio for Norwich Pharmacal Co., Lyons Cigarettes and "Puppies." the agency, she reveals, is expecting several more accounts to use radio in 1946.

Her hobbies include horse-back riding and dogs. She owns a smooth haired terrier called Boy. He is 10 years old and has been with her since he was seven weeks old. Knitting, too, occupies some of her spare time. During the war she knitted countless sweaters and socks for soldiers. She also knits her own stunning tailored suits.

She is a member of the Radio Executives Club of New York and the Tumble-weed Riding Club in Bayside.

YOU SELL WITH
WDEL
Wilmington Delaware

Your advertising reaches a consistently prosperous area that's rich in industry and agriculture . . . Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS day & night

All NBC top-flight programs plus effective, popular local programming . . . your assurance of profitable listener loyalty.

NBC BASIC STATION

Represented by
RAYMER

Broadway Hosiery Shops Prove It!

Broadway Hosiery Shops, whose modernly appointed stores are located throughout Northern New Jersey, must have *complete* coverage in America's fourth largest market. So, in August, 1929, these famous shops bought six 15-minute, live-talent programs per week over WAAT.

For SIXTEEN years "The Broadwayites", Vocalists and Orchestra, have aired their smart interpretations of current musical "hits" in 5,012 consecutive programs! And now, having just renewed for the *17th uninterrupted year* of broadcasting over New Jersey's First Station, The Broadway Shops continue to delight hundreds of thousands of listeners with 6-*half-hour* programs every week, *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station— including all 50,000 watters!

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

970 KC
NEWARK, N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

RADIO STATION

WINX

THE WASHINGTON POST STATION

WASHINGTON, D. C.

Announces
the appointment of

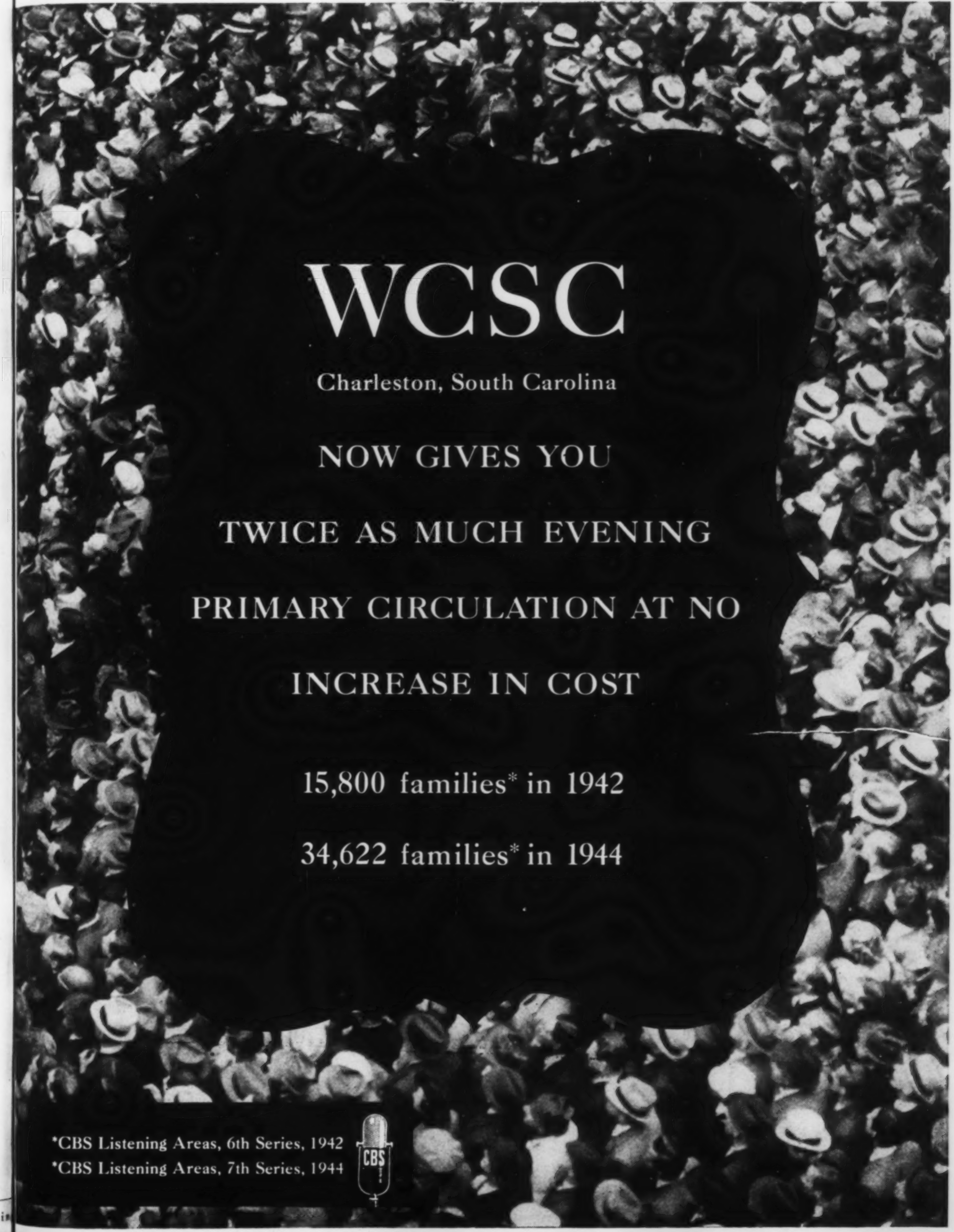
HEADLEY-REED CO.

NEW YORK CHICAGO DETROIT ATLANTA
SAN FRANSCISCO LOS ANGELES

as

National Advertising
Representatives

EFFECTIVE JANUARY 1, 1946



WCSC

Charleston, South Carolina

NOW GIVES YOU

TWICE AS MUCH EVENING

PRIMARY CIRCULATION AT NO

INCREASE IN COST

15,800 families* in 1942

34,622 families* in 1944

*CBS Listening Areas, 6th Series, 1942
*CBS Listening Areas, 7th Series, 1944

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

MANAGER, SAN FRANCISCO OFFICE

Four years, University of California

Eleven years, Commercial Credit Company

Free & Peters since September, 1935

Bless our souls—it's

A. LEO BOWMAN!

One of the things we have always aimed at here at F&P is the acquisition of men whose general business experience would qualify them to understand and really assist in the problems of *business men.* So when Leo Bowman decided he wanted to join up with F&P, we grabbed him (and his *business experience*) for our Chicago Office, where he served two years, before we sent him back to his home town as Manager of our San Francisco Office.

That's a typical example of the reason why all of our top-notch men are more than walking rate-books. Among us, we share many years of varied experience in radio, advertising, financial organizations, newspapers, utilities, department stores, automotive industries, etc., etc., etc. When you ask us for an opinion or some information on almost any problem — or about any industry — we can usually get a more or less expert answer for you *from our own organization.*

Free & Peters believes that the best contact the radio industry can maintain with you agencies and advertisers is to offer you the daily services of the best, most experienced, most capable men obtainable. That's the way we work in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373

NEW YORK: *444 Madison Ave.* Plaza 5-4130

DETROIT: *645 Griswold St.* Cadillac 1880

SAN FRANCISCO: *111 Sutter* Sutter 4353

HOLLYWOOD: *6331 Hollywood* Hollywood 2151

ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

VOL. 29, NO. 25 WASHINGTON, D. C., DECEMBER 17, 1945 $5.00 A YEAR—15c A COPY

RCA Fires Blast at Color Television

Columbia Counters Claims Made By Sarnoff

By BRUCE ROBERTSON

RCA-NBC AND CBS, who don't see eye-to-eye on television, have lowered their siege guns to point blank range and are fighting in the open now.

Last week, in a presentation that was quietly planned behind the scenes, RCA took a group of selected guests to Princeton, N. J. There engineers of the manufacturing company demonstrated color television on the mechanical principle and improved black-and-white video on the electronic principle. They concluded that black and white is ready for the home—that color is five years away.

Other important stories concerning telecasting may be found on pages: 22, 26, 30, 82, 99.

Kesten Counters

Paul W. Kesten, CBS executive vice president, who did not attend the demonstration, countered from New York immediately with: "The demonstration is a splendid answer to the Columbia challenge of April 1944 that all manufacturers focus their technical skills on perfecting color television. We are delighted to know that one of the country's big manufacturers has gone so far toward color television in the high frequencies."

Of RCA's five year estimate, Mr. Kesten commented, "That is a very safe estimate. It is from three to four years longer than we believe it will take."

RCA's move, despite protestations by Brig. Gen. David L. Sarnoff that he did not wish to engage in an altercation with those who believed color television would come "this evening or tomorrow," previously was intended to answer the CBS contentions that the network had experimented successfully with color video in high frequencies.

The RCA demonstration of color at Princeton was conducted in the high frequencies. It was conducted on the mechanical principle, using spinning filters of the basic hues. In these respects, it compared with the demonstrations heretofore presented by CBS. RCA used live talent. Most CBS demonstrations have employed slides or film.

What CBS will do to counter the RCA barrage may be known within two weeks, when the former has scheduled its first public demonstration of the discoveries it announced before the FCC in October. [BROADCASTING, Oct. 15].

Both RCA demonstrations were conducted by beamed radio, not by line.

Transmissions of black and white were made from WNBT New York, NBC's station atop the Empire State Bldg., to Princeton Inn, a distance of 47 miles. The color video was transmitted from RCA Laboratories to the Inn, two and one-half miles.

Stereoscopic pictures in color were introduced during the demonstration. The three-dimensional effect was attained by use of special polarized camera filters with spectators viewing the images through polarized glasses. Dramatic effects employed to highlight the three dimensional feature included pictures of cigarette smoke floating toward the camera lens, creating the illusion at the receiving end that it was drifting into the room.

The televised pictures in black and white were brilliant enough to be seen in a fully lighted room. RCA engineers said this advance was made possible through development of improved Kinescopes. Black and white images were reproduced on screens as large as a newspaper page and, according to observers, were as faithful in reproduction as present-day motion pictures.

The demonstration, conducted by Dr. E. W. Engstrom, director of research at the Laboratories, showed the differences between prewar and present video reception. A pre-war receiver equipped with a 12-inch tube and a mirror top was placed beside one of the new receivers possessing the wartime-improved tube. As lights were brightened in the room, the post-war receiver continued to show a picture with high definition and clarity; the pre-war receiver's picture darkened and became indistinct.

Most vivid pictures were produced on the direct viewing models.

Sarnoff Speaks

Addressing the assembled guests att the demonstration, Gen. Sarnoff, president of RCA, said:

"Our research men have built a practical all-electronic television system for the transmission and reception of excellent pictures in black and white. There is every reason why television should go ahead as a service to the public."

He pointed out that the FCC had allocated frequencies for commercial television. He said further technical advances in the art would be forthcoming from the laboratories, but asserted that to await those developments would be denying the art to the American public now.

In this observation, of course, he

(*Continued on page 101*)

Button, Button

RCA's President Sarnoff in addressing guests at the Princeton demonstration compared color in relation to video with buttons added to a coat. He agreed that the combination makes a better product, but added, "Only those in the button business think that they've made a new suit of clothes by the addition."

U.S. May Seek Treaty at NARBA Parley

Meet Takes On Added Importance as Cuba Demands Changes

By SOL TAISHOFF

A FULL DRESS "treaty conference" of North American nations, to consider revision of the so-called "Havana Treaty," controlling standard broadcast allocations among the North American nations, is possible in Washington in early January, it was learned authoritatively last week.

Originally planned as an "engineering" session, to consider demands of Cuba for additional standard band facilities, the projected conference may take on full diplomatic status, in view of the expiration of the Havana Treaty on March 29 under its own terms. Tentatively, the conference—likely to run two weeks—is scheduled for the first week in January. Such a proposal has been made telegraphically by the State Dept. to the signatory nations—Canada, Mexico, Cuba, Haiti. Dominican Republic, Newfoundland and the Bahamas.

Last Friday the FCC informally urged the State Department to retain the conference on an "interim agreement" level, with any exceptions to the five-year-old treaty to be accomplished through diplomatic exchanges. This would obviate the need of Senate ratification and would hold only until a formal conference is held. This was proposed, it was learned, on the ground that insufficient time remains to prepare for a full-scale treaty revision by early January even if reduced to minimum changes. At the State Dept. it was said final determination as to whether a new treaty or an interim agreement would be sought will depend upon developments this week.

Only Canada Has Replied

Thus far, only Canada has replied and has agreed to the early January date. Because Cuba was instrumental in forcing the original engineering conference, having made its demands at the Third Inter-American Radio Conference in Rio de Janeiro last September, it was expected it promptly would accede to the suggested date. Whether Mexico would agree to such short notice appeared questionable, but State Dept. officials are hopeful the other nations will accept promptly.

The Havana Treaty became effective on March 29, 1941 for a five-year period. It resulted in the shifting of approximately 800 of the some 900 standard stations then on the air in the United States and provided for substantially increased clear and duplicated facilities for Canada, Mexico and Cuba.

Acquiescence to the Cuban demands would result in serious complications to standard broadcast service in the United States and possibly in Canada and Mexico, engineers pointed out. Use of directional antennas would be entailed in virtually every instance, but it was recalled that following the 1941 reallocation necessitated by the Havana Treaty, a number of

(*Continued on page 100*)

LaGuardia Praises Radio, Hits Press

Mayor Tells People They Can Rely On Newscasts

By **EDWIN H. JAMES**

THE SPECTER of a pudgy forefinger waggling in front of its face haunted the New York press last week after Mayor Fiorello H. LaGuardia, long-time angry critic of newspaper policies, gave tit-for-tat to four newspaper and magazine writers who baited him Dec. 7 on Mutual's *Meet the Press.*

Scarcely three questions had been fired at the Mayor when newspapermen listening in knew by the trajectory of his replies that Radiophile LaGuardia's pouting eyes were looking through sights which were zeroed in on his favorite target. Radiomen comfortably sat back to hear him larrup the press, praise radio.

Lawrence E. Spivak, editor of the *American Mercury*, drew the Mayor's first fire, which ricochetted toward New York publishers. Asked Mr. Spivak: " . . . you seem to have put the fear of God into the City Hall reporters and their editors . . . Can you explain why?"

"Oh, I don't think I put the fear of God into the reporters," said the Mayor. "Their publishers did that."

The Mayor's complaint: Somewhere between his office and the printing press stories have become distorted. "I give the facts straight, and they (reporters) get it straight, and they report it straight, but when I read it in the papers it isn't that way."

Bridled Dorothy Thompson, gray-haired omniscience of the column world: " . . . the idea that the publisher comes down and looks at every newspaper story and slants it . . . It's nonsense. It's slanted by the reporter, if it's slanted at all."

"That," said the Mayor, "hasn't been my experience." Columnist Thompson stood her ground. "I'll tell you how I know," Mr. LaGuardia continued. "I know what I told the reporters. I know that the reporters have reported it accurately, and I happen to know the views of the publishers of the papers."

The explanation, Miss Thompson said, did not satisfy her, but before she could pursue the point, Tex McCreary, onetime *New York Mirror* staffman now on terminal leave as a lieutenant colonel in Army public relations, interposed. "Have you ever been misquoted?" he asked.

The Mayor's affirmative was strong.

"When?" asked Mr. McCreary. The Mayor's answer was this time a wild shot: "Oh, yesterday and maybe tomorrow morning."

Talk swung then to the Mayor's understanding of the responsibilities of a free press. Said he: "A free press must be a truthful press. I (have) said that a democracy cannot survive without a free press . . . that an owner hasn't the right to use the news columns in order to inject his particular views on any particular issue or subject."

From *PM's* managing editor, John Lewis, came the next poser: How can the people protect themselves against "publishers who use freedom of the press as freedom of falsehoods?"

"Very elementary, Doctor Watson," cracked the Mayor. "Not buy their papers."

"Yes," said Mr. Lewis, "but a lot of us are like Will Rogers. All we know is what we read in the papers; so how do we know what the truth is?"

"Listen to the radio," said the ebullient Mayor.

Newspaperman McCreary was not sure the truth could be found on the air. Radio, he said, is "at the mercy of a politically appointed Federal commission." What he wanted to know was: Could a system operating under control of such a commission offer better guarantee of freedom of expressing an idea than a competitive press?

"Yes," said the Mayor, "because after all the commission is the creature of law, and law is enacted by the representatives of the people in Congress . . . And the fact remains, sir, that if I get up and make a statement—attack any individual — that radio commission will force that station to give an equal time . . . to an opponent. If a newspaper makes a false statement with a great big eight-column headline, and it's all wrong, you'll find about 10 days later, a little bit of a column: 'We're very sorry to say that we were in error.' And nobody can find it."

Next question was: Will Mr. LaGuardia give opponents a chance to answer whatever charges he makes on his *Liberty*-sponsored ABC show which begins Jan. 6?

"Why, of course," he said.

"On your program?" asked Announcer Bill Slater.

"Why, of course."

Mr. Lewis wanted to know if the Mayor thought that radio stations —which "aren't supposed to have editorial policies"—should adopt them.

"I don't know about a station having an editorial policy," said the Mayor. "I know one network that's going to have expression of opinion of one individual after Jan. 1."

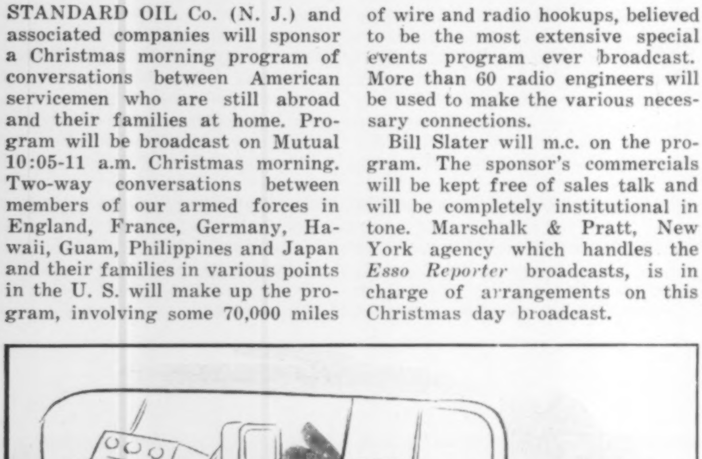
"And that will be free expression, will it, Mayor?" asked Mr. Lewis.

"I'll tell the world it will," said the Mayor.

MBS SCHEDULES 70,000 MI. HOOKUP

STANDARD OIL Co. (N. J.) and associated companies will sponsor a Christmas morning program of conversations between American servicemen who are still abroad and their families at home. Program will be broadcast on Mutual 10:05-11 a.m. Christmas morning. Two-way conversations between members of our armed forces in England, France, Germany, Hawaii, Guam, Philippines and Japan and their families in various points in the U. S. will make up the program, involving some 70,000 miles of wire and radio hookups, believed to be the most extensive special events program ever broadcast. More than 60 radio engineers will be used to make the various necessary connections.

Bill Slater will m.c. on the program. The sponsor's commercials will be kept free of sales talk and will be completely institutional in tone. Marschalk & Pratt, New York agency which handles the *Esso Reporter* broadcasts, is in charge of arrangements on this Christmas day broadcast.



Drawn for BROADCASTING by Sid Hix

"He's gone surplus property nuts! He just can't resist a bargain!"

Sawyer Resigning

CHARLES SAWYER, U. S. Ambassador to Belgium, announced Thursday after a conference with President Truman that he would resign shortly to resume private law practice in Cincinnati [CLOSED CIRCUIT, Nov. 26]. Mr. Sawyer, who took the diplomatic post in 1944, operates WING Dayton and WIZE Springfield, O., as well as several newspapers in Ohio. He formerly was vice president and general counsel of the Crosley Corp., Cincinnati, and was Democratic National Committeeman from Ohio for several years.

NAB Not to Boost Membership Dues

EMBARKED on a program greatly expanding its service to broadcast stations, NAB will be able to operate next year without increasing dues to be paid by the membership.

This fact developed during the Dec. 13-14 meeting of the association's finance committee at Washington headquarters. The committee will recommend to the board of directors that present dues be continued in 1946.

Operating budget of the NAB will be considerably increased, should the board accept committee recommendations. It will total about $650,000 for 1946. The association was able to operate this year with a surplus despite opening of the expansion program Oct. 1 with naming of Judge Justin Miller as president and A. D. Willard Jr. as executive vice-president. The board will meet Jan. 3-4 in Los Angeles.

New services already in operation include the expanded Department of Broadcast Advertising under Frank E. Pellegrin. J. Allen Brown, former general manager of WFOY St. Augustine, Fla., is serving small market stations and Hugh M. Higgins, recently of Army Air Forces, is in charge of sales promotion. A third assistant in charge of retail advertising is to be appointed in the near future.

New activities are planned by the Dept. of Public Relations, which is under direction of Edward M. Kirby, public relations counsel retained by the NAB. The department will be expanded in Washington and New York to provide more extensive facilities for

(*Continued on page 86*)

Investment Required for FM Surveyed

FCC Finds Equipment Costs Less Than In 1944

(Table of Costs Page 86)

EQUIPMENT for an FM station can be purchased at prices ranging from $6,420 to $85,110, depending on power of station, and can be delivered by manufacturers in five to fourteen months from date of order, according to a survey last week by the FCC.

Results of the survey were released simultaneously by Sen. Glen H. Taylor (D-Ida.) who requested the study be made for the Senate Small Business Committee. Sen. Taylor declared the findings should encourage small businessmen to enter FM and urged prospective applicants to file for licenses while frequencies are still available.

Costs Less Than Realized

"The survey reveals," he said, "that the cost of equipping a station is far less than most people realize, and that radio broadcasting is well within the reach of small business enterprise, farm groups, cooperatives, labor unions, and educational institutions."

Pointing out that manufacturers' estimates for cost of principal equipment for a 250 w station average less than $10,000, to which must be added such expenses as real estate, construction and studio furniture before a station can operate, Sen. Taylor said, "this low cost for the static-free, high fidelity FM transmitting equipment means that it is possible for ownership in the FM band to be widely dispersed.

"Nothing would be more unhealthy for the future of free speech and open and fair discussion of public issues than to allow the control of this new FM broadcasting to become concentrated in the hands of a few people," he continued, expressing hope that many newcomers would be attracted to FM to provide diversified service to the country.

In addition to the major items of equipment, Sen. Taylor listed the following additional factors which must be considered in planning a station: real estate, studio and transmitter furnishings, tower construction, and engineer and attorney fees.

COST of equipping FM stations, surveyed by FCC, was reported last week to be less than popularly believed and well within reach of small business, farm, labor and other groups.

Based on reports received last month from principal equipment makers, the survey reveals that the limiting time factor in establishing an FM station is the transmitter delivery date. Initial deliveries on old orders will be made between January and August but an order for a 250 w transmitter placed last month cannot be filled until June, it was shown.

Principal Items Cheaper

Principal items of equipment for operating a station in the new band, the Commission pointed out, "will cost substantially less even under postwar conditions than the estimates made for such equipment in the old 42-50 mc band in 1944."

Estimated costs for the six major items of broadcast equipment for a 250 w station ranged from a minimum of $6,420 to a maximum of $14,500, or a median of $9,508. The items include transmitter, antenna (excluding supporting structures), control console, remote pickup (wire lines), turntable and monitor. Median estimate for a 1 kw station is $14,758, for 3 kw $17,858, for 10 kw $27,308, and for 50 kw $80,558.

Estimated costs of a 250 w transmitter ranged from a low of $3,800 to a high of $5,940, or a median of $4,500. For a 1 kw transmitter the median is $9,200, for 3 kw $12,300, for 10 kw $21,750, and for 50 kw $75,000.

The median estimate for three selected items of broadcast equipment (transmitter, antenna and control console) for 1 kw station was given by the FCC survey as $12,700, as compared with the average estimate of General Electric Co. in 1944 for the same items of $20,000. On a 3 kw station the current median estimate is $16,350 as compared to the 1944 average cost of $26,250; on 10 kw $25,800 compared with the 1944 price of $30,000; and on 50 kw $79,050 compared to $102,000.

The Commission survey showed considerable variation in delivery dates given by transmitter manufacturers. Only two were able to make delivery on November orders for 250 w units before next June while a third cannot fill orders before early 1947.

ELLIOTT ROOSEVELT VP OF NEW STATION

CALL LETTERS will be assigned shortly to a new 250-w station on 1450 kc, granted Dec. 6 by the FCC to Camden (Ark.) Radio Inc. [BROADCASTING, Dec. 10], in which Elliott Roosevelt, son of the late President, is a 5% stockholder and vice president.

W. E. Hussman, former business manager of Texarkana Newspapers Inc., the News-Times Publishing Co., El Dorado, Ark., and the *New Era*, Hot Springs, and vice president of Arkansas Dailies Inc., Memphis advertising agency, is president and 45% stockholder of the Camden firm. B. T. Fooks, head of a soft drink manufacturing firm bearing his name, a 20% holder, also a vice president. Leon Wilson, formerly of the News-Times Publishing Co. and Southern Newspapers Inc., Hot Springs, is 7% owner and director-treasurer; Lamar Smead, Camden attorney, owns 10% and is secretary. Other stockholders are Dr. R. R. Dobbins, local physician, 3%, and J. D. Reynolds, oil man, 10%.

Mr. Wilson said firm incorporated with $10,000 in stock and that Mr. Roosevelt had paid his subscription in full.

FCC Requirements Create 'Real Need' For 5-KW FM Transmitter, Gillett Says

By GLENN D. GILLETT

Consulting Radio Engineer

Mr. Gillett

DUE especially to the FCC's rules for metropolitan stations a real need for a 5-kw FM transmitter has now developed.

A metropolitan FM station is required to radiate 20 kw from an effective height of 500 feet, or less, if no 500-foot elevation is available. In much of the United States it will be difficult to find sites where an effective antenna elevation of more than 500 feet is available.

The average maximum antenna gain proposed for turnstile antennas commercially available is about 5. Usually, the transmission line efficiency between the antenna and the transmitter will run in the neighborhood of 80%. Thus a transmitter power of 5 kw is required. With this antenna gain and a reasonable transmission line efficiency an effective antenna height of about 800 feet must be securel before the FCC requirements for a metropolitan FM station can be met with a 3-kw transmitter.

A 5-kw FM transmitter, with a permissible overload capacity of 10%, would give a maximum available power of 5.5 kw. This value is the geometric minimum between the 3 and 10-kw transmitter ratings now offered commercially.

A 3-kw transmitter will cost in the neighborhood of $12,500 and a 10-kw transmitter about $22,500. On this basis a 5-kw should cost about $16,500.

The increased cost of operating a 10-kw transmitter as compared to a 3-kw transmitter will run between $5,000 and $10,000 per year, depending on the hours operated; whereas a 5-kw transmitter should cost on the same basis only between $2,000 and $4,000 more a year to operate than a 3-kw.

If we assume that half the metropolitan FM stations allocated in Area One, and that there are as many more in the rest of the United States who could effect such savings by the use of a 5-kw transmitter instead of a 10, the total saving would amount to about three-quarters of a million dollars initially, and as much more each year thereafter. That ain't hay.

Walter J. Neff

MR. NEFF

WALTER J. NEFF, partner in Neff-Rogow, New York advertising agency, until last November, and former sales manager of WOR New York, died suddenly Dec. 9 on his farm at East Otis, Mass., of a heart attack.

Mr. Neff had disposed of his interest in Neff-Rogow to his associate, William Rogow, former WOR salesman, last November and had retired to his farm, Neff Acres, in the Berkshires. The funeral was held last Wednesday at Lee, Mass.

One of the best-known figures on the commercial side of radio, Mr. Neff was a native of Detroit. He had started in radio in 1922 as a singer with the pioneer WWJ Detroit. In 1924 he joined WAHG, now WABC New York, as broadcast director and in 1926, with the late Tex Rickard, he launched WMSG as official mouthpiece of Madison Square Garden. Before joining WOR in 1928 as an announcer, he was program director of WMCA New York. He became head of WOR sales in 1934.

Neff-Rogow was launched in 1936 by the two WOR executives. The agency specialized largely in radio. Among its top accounts are Abraham & Straus, Brooklyn; J. W. Beardsley's Sons, Newark; Bond Stores, New York; Filtrex Co., Elizabeth, N. J.; Joseph Martinson & Co., New York; Melville Shoe Corp., New York; Sears Roebuck & Co. Boston; Young's Hat Stores, New York.

Mr. Neff is survived by his wife, Claire, who was his secretary while at WOR, and a son.

Time-Change Headache Is Studied

Affiliates of NBC, ABC Launch Separate Campaigns

SEMI-ANNUAL snarl for broadcasters, agencies and sponsors came up before war when many cities switched from standard to daylight time and back again. Recurrence is due in spring now that wartime clock advance in time has been dropped. Stations looking over spring plans suddenly find sad situations developing. Move is under way to bring together affected interests, with net affiliates providing main impetus.

NATIONWIDE attack on the daylight saving time headache, scheduled to recur next April when a large number of cities will advance time an hour, began to take shape last week as two unconnected campaigns got under way.

First step was agreement of American affiliates in District 2 of the network, meeting in Detroit, that the problem must be approached from a national viewpoint. They decided to start contacting other network affiliates to bring them into a coordinated drive.

Second action was circulation of a roundup questionnaire on the subject by a group of NBC affiliates. This questionnaire has been sent to all network affiliates.

National Basis

The American affiliate group—Network Stations Planning & Advisory Committee—met at the call of H. Allen Campbell, WXYZ Detroit, the chairman. Daylight time occupied a good share of the session, culminating in the suggestion that Mark Woods, American president, meet with other network heads to give the affiliates the benefit of their combined thinking on the subject. Mr. Woods attended the meeting, along with other network executives.

The American stations felt that one big network affiliate group, operating on a national basis, would be able to make its voice heard. Past complaints about network operation on daylight time during the summer were unorganized and little progress was made in attacking the problem. Independents will be invited to join with affiliates.

Similar sentiment has been developing among other affiliate groups at meetings with officials of other networks. From one of these meetings came the roundup questionnaire, which was drafted independently of the American affiliate group.

Third Plan

The questionnaire explains that in an effort to seek a solution of the problem the group was surveying affiliates of all networks to obtain industry data and suggestions. From this material may be devised a formula for national handling of daylight saving. The questionnaire asks if the community remains on standard time the entire year or uses daylight saving time in the summer; if station is satisfied to have its schedule conform to New York City's change in time; if station would prefer all network programs to be broadcast on standard time regardless of time status at place of origin; if station has lost revenue in the past because of daylight time; population and radio homes in primary area; suggestions for handling of the time change problem.

A third plan was in the discussion stage in Detroit last week, where suggestion was offered that all stations in the city get together. A meeting had been planned by Detroit stations last October but it never was held.

Network executives agree that the problem is messy for affiliates, but explain that it is difficult for them to operate on standard time when New York and Chicago go on daylight saving time. They take the position that the public governs the situation, and they suggest that the confusion is basically due to the fact that metropolitan centers are not on uniform time.

Affiliates are getting seriously concerned as they draw plans for spring operations. Free from the time-change mess since 1941, they now see what they are up against when programs must be juggled in April. The profitable participating programs in the early hours of the day will be hit hard by the time shift in cities not on daylight time. Sponsors buying the dinner hour periods often object to an hour shift in their time, and affiliates are quick to explain that many of them didn't return to the station in the autumn during past years.

Equally annoying is the summer shift of children's programs from 5-6 to 4-5 p.m. in standard time cities, throwing schedules further out of gear.

Perhaps 80% of the stations in the country are adversely affected by the time juggling, some managers believe. Revenue loss often reaches as high as 25 to 35%. Furthermore, sale of program time on a 52-week basis becomes difficult when spring and autumn adjustments are necessary.

Two main approaches to daylight saving are under consideration. First is the possibility of enacting legislation, national or state, specifying uniformity in time the year round. Thus if all the nation switched to daylight time in April,

(*Continued on page 94*)

Court Rules Licensees Must Retain Control of Programs

LICENSEES are bound, by law, to retain full control over programs, the U. S. District Court for New Mexico has ruled.

In a summary judgment in the suit of Albuquerque Broadcasting Co., licensee of KOB, against the Board of Regents, New Mexico College of Agriculture & Mechanic Arts, Judge Colin Neblett ruled that KOB could not legally grant the college demands for specific blocks of time. His decision is expected to affect time-brokerage and stations which are committed to allocate specific blocks of time to former owners.

Appeal Likely

Attorney General Clyde C. McCulloh of New Mexico who, with Harry L. Bigbee, asistant attorney general, represented the college, said an appeal likely would be filed. W. Theodore Pierson of the Washington law firm, Pierson & Ball, represented KOB, assisted by Sen. Carl A. Hatch (D-N.M.) and A. T. Hannett of Mechem & Hannett, Albuquerque.

Judge Neblett ruled that under the Communications Act and FCC rules and regulations KOB as a licensee "has the sole and exclusive right and duty to exercise its independent judgment and discretion to control, supervise, and direct the use and operation" of the station in the public interest.

The KOB case is one of several in which stations have assigned blocks of time to either former owners or others. Under the summary judgment the assignment of such time blocks is contrary to law and to FCC regulations. Other stations believed affected by the ruling are those which sell blocks of time to brokers.

In 1920 the college started KOB and operated it until 1931, when the station was leased to the Journal Co., publisher of the *Albuquerque Journal*, but the college re-

(*Continued on page 94*)

Kansas Farmers Think Radio Does Unqualifiedly Good Job

THREE out of four adult listeners in Kansas believe that radio is doing an unqualifiedly "good job," according to the Kansas Radio Audience of 1945 study conducted for WIBW Topeka. The survey has just been published by WIBW. It was conducted by Dr. F. L. Whan, U. of Wichita.

The Whan figures confirm general findings of the FCC that farmers are pretty well satisfied with their broadcasting service and that they prefer newscasts above all other program types [BROADCASTING, Dec. 3].

A preliminary survey of the Kansas audience was conducted for WIBW by Dr. Whan last winter. It covered postwar plans of Kansans and listening habits. The new survey is based on later study of 6,383 homes during April and May.

Gradual increase in Kansas listening since the 1942 war-year low figure is shown by the figures, though average listening is still somewhat under the pre-war figure of 1940. The study shows that farm women listen 4.71 hours a day, men 3.38; village women listen 4.20 hours, men 3.30; urban women listen 4.72 hours, men 3.52.

Age of listener does not greatly affect the amount of time the average adult listens on weekdays, though middle-aged women and older men reported the greatest amount of listening. The adult audience is found nearly equally uniform at all times, from the standpoint of age of listener. At any hour an important segment of each type of audience is listening to the radio, Dr. Whan finds.

From a third to a half of the women and a fifth to a third of the men plan their daytime activity so they may hear certain programs, it is found. From half to three-fourths of both men and women arrange to be home certain evenings of the week to hear programs they like.

In analyzing program preferences, Dr. Whan finds a steady high interest in news broadcasts and programs featuring comedians. A significant decrease in interest in audience participation and variety shows is indicated, along with constantly fallng interest in serial drama; significant increase in interest in complete drama, classical and old-time music and devotionals.

Good Listening in Morning

Some sentiment was shown against serial dramas, with both men and women indicating there is too much such radio fare. Figures range from 3.9% of farm women objecting, to 14.4% for urban men.

In their attitude toward spot announcements, it was found that at any specific half-hour period in the early evening the audience is two or three times as large as at other periods of the day. However during daylight hours the audience is constantly changing from one set of homes to another; during evening, shift is not so pronounced.

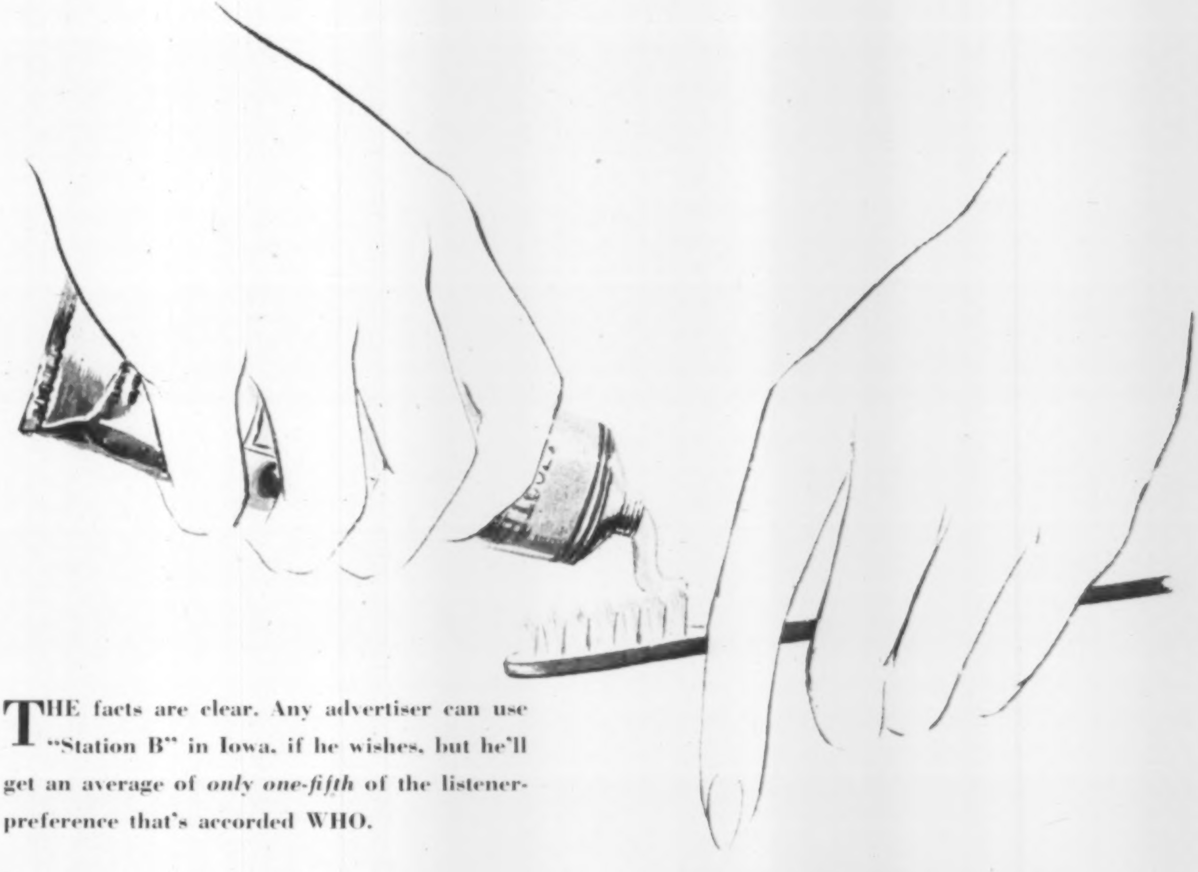
Thus, says Dr. Whan, the total number of homes reached by a series of announcements in the morning or afternoon may not be much smaller than the number reached by a like series of announcements in the evening. This is especially true of the farm audience.

Fewer than 3.1% of all ques-

(*Continued on page 95*)

Iowans who "listen most" to WHO *buy 5 times more* TOOTHPASTE *than those who prefer any other station!*

. . . there's 5 times as many of 'em!



THE facts are clear. Any advertiser can use "Station B" in Iowa, if he wishes, but he'll get an average of *only one-fifth* of the listener-preference that's accorded WHO.

The 1945 Iowa Radio Audience Survey shows that WHO is "listened to most" by 55.4% of the Iowa daytime audience—as against 10.7% for Station B.

Superior *programming*, superior *showmanship*, superior *public service* have given WHO more listeners than *all* other stations heard in the state, *combined*. Ask anybody in Iowa!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* **J. O. Maland, *Mgr.***

FREE & PETERS, Inc., *National Representatives*

Broadcasters Posed With Patton in Paris

TRAGEDY which befell General Patton in Germany stunned millions of Americans, but it struck with full impact for this group of broadcasters. This picture was made on the steps of the George Hotel in Paris on Aug. 18, during the broadcasters mission to ETO. The camera of Mark Woods, ABC president was used. The meeting was impromptu—Gen. Patton was entering the hotel as the broadcast mission, which had lunched with Brig. Gen. Paul Thompson, chief of the Army's Information and Education Division in Europe, was leaving. A news conference quickly was arranged, short-snorters were signed and stories were told during a pleasant, unscheduled half-hour. Shown, bottom row (l to r): ABC President Woods, Leonard Reinsch, Cox Radio Stations and President Truman's radio adviser; Martin Campbell, WFAA Dallas; Gen. Patton; Justin Miller, NAB president; Clair R. McCollough, Mason-Dixon Group; John E. Fetzer, WKZO Kalamazoo. Back row (l to r): Col. Ed Kirby, escorting officer; Col. Harry S. Wilder, WSYR Syracuse; William S. Hedges, NBC vice president; Jack Alicoate, *Radio Daily;* Joseph H. Ream, CBS vice president; Sol Taishoff, BROADCASTING; Robert D. Swezey, MBS vice president and general manager; Morrie Novik, WNYC New York.

FM Shifts to High Band in Two Weeks

Stations Will Broadcast To Fewer Listeners Than Before War

EXISTING FM stations are required to begin regular operations on the 88-108 mc band by Jan. 1. Despite difficulties in obtaining equipment to effect the changeover, most stations will meet the deadline. Some will abandon the old band entirely and will have few listeners.

FM WILL make its debut in its new spectrum location in two weeks—with a smaller audience than it had before the war.

A spot check of FM licensees, conducted last week by BROADCASTING, indicates that the majority will make the Jan. 1 deadline set by the FCC for the commencement of regular operations in the high band (88-108 mc). Many of the stations will continue to broadcast in the old 42-50 mc band; some will switch over entirely to the new band, even though the number of listeners will be practically nil.

A number of stations which had been shut down for the changeover to their new frequencies will resume broadcasting with neither an audience to listen nor receivers available. They expect that many of the owners of low band sets will have their receivers converted to tune in their stations but there was no indication that manufacturers would produce converters for the limited number of old band sets in use.

While no effort was made to inquire into program plans, in view of the delicate situation caused by the Petrillo edict prohibiting duplication of live music on FM stations operated by standard broadcasters, it was learned that a number of stations are considering using recordings only as long as the FM audience is limited by unavailability of receivers. Network owned stations are still in process of changeover and have not announced their plans when they resume operations.

Set Production Lagging

Progress of receiver manufacturers in producing FM sets was behind that of broadcasters in switching frequencies and of equipment manufacturers in turning out converters for dual operation. A number of stations were able to obtain equipment to start operations in both bands weeks ago. Others are planning to start equipment tests within the next two weeks.

It appeared probable that FM sets in volume would not be available until spring at the earliest. OPA price ceilings, labor troubles, technical difficulties in producing sets for the new band were given as the principal reasons delaying production. One large manufacturer has produced a few sets for demonstration purposes but has been able to furnish dealers only dummy models. Prices on FM sets are still undetermined.

Although existing FM stations were supposed to have begun equipment tests by Dec. 1 on the high band, FCC reports indicated that not more than 10 of the 53 licensees and permittees were able to meet that deadline. Difficulty in obtaining equipment for the conversion has delayed most of the stations, necessitating granting of extensions. Most stations indicated, however, they would be on the air within a few weeks after the Dec. 1 date.

From direct inquiries to stations and from information given the Commission, it appeared last week that the following stations will be operating in the high band by Jan. 1 or soon afterward:

WEAF-FM, New York NBC station.
WHNF New York, FM affiliate of WHN.
WBAM New York, FM affiliate of WOR.
WQXQ New York, FM affiliate of WQXR.
WGNB Chicago, FM affiliate of WGN.
WWZR Chicago, owned by Zenith Mfg. Co.
WPEN-FM Philadelphia.
KYW-FM Philadelphia.
WBZ-FM Boston.
KDKA-FM Pittsburgh.
WHEF Rochester, FM affiliate of WHEC.
WHFM Rochester, FM affiliate of WHAM.
WMFM Milwaukee, FM affiliate of WTMJ.
KOZY Kansas City, Everett Dillard station.
KMBC-FM Kansas City.
WELD Columbus, FM affiliate of WBNS.
WMLL Evansville, Ind., FM affiliate of WEOA-WGBF.
WDRC-FM Hartford.
WTIC-FM Hartford.
WTAG-FM Worcester, Mass.
WABW Indianapolis, owned by Associated Broadcasters Inc.
WDUL Superior, Wis., owned by WEBC Duluth, Minn.
WBZA-FM Springfield, Mass.
WOWO-FM Fort Wayne, Ind.
WEHS Chicago, FM affiliate of WHFC Cicero, Ill.

In addition, two developmental

(Continued on page 93)

President Given Power to Reorganize FCC as Congress Passes Revised Bill

REORGANIZATION of the FCC is possible under a revised Reorganization Bill (HR-4129), passed last week by Congress and giving President Truman broad powers to revamp the entire executive and independent offices branch of Government.

Under the bill—a compromise between the McCarran bill (S-1120) and Manasco bill (HR-4129), the President may not limit the powers of quasi-judicial agencies (such as FCC) but generally he would be given approximately what he requested last summer.

Exempt from reorganization are the Interstate Commerce Commission, Federal Trade Commission, Securities & Exchange Commission, National Mediation Board, National Railroad Adjustment Board, Railroad Retirement Board and the civil functions of the Army Corps of Engineers.

Should the President desire to reorganize the FCC, Federal Deposit Insurance Corp., U. S. Tariff Commission or Veterans Administration, he must submit a separate plan for each. None can be included in an overall reorganization.

Administration forces won another victory in a provision which makes any reorganization plan effective 60 Congressional days after it is submitted unless both Houses pass a concurrent resolution in opposition.

Under the McCarran bill, as reported by the Senate Judiciary Committee, the FCC and 13 other agencies were exempt, whereas the original Menasco bill provided that separate reorganization plans must be submitted for the FCC and several other agencies.

The Senate passed the measure Thursday after similar House action. Whether the President plans an FCC reorganization is not known, although he had asked that no agencies be exempt.

Spider kills snake with web!

That was a whale of a news story a couple of years ago.

It seems the snake made a pass at its natural prey in the web. . . . got caught in the silky mesh and couldn't get out. Then the spider went to work on that snake . . . and really tied him up!

That's another example of the way that many times the little guy hangs one on a big fellow.

We've got a little radio station down here in Baltimore. It's the successful independent, W-I-T-H. But did you know that this station delivers more listeners-per-dollar-spent than any other outfit in this big five-station town?

It's a fact . . . and there are facts that prove it. Glad to show them to you . . . particularly at budget time.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Broadcasting at its Best
WSPD
Toledo, Ohio
WWVA
Wheeling, West Va.
WAGA
Atlanta, Georgia
WGBS
Miami, Florida
WMMN
Fairmont, West Va.
WLOK
Lima, Ohio
WHIZ
Zanesville, Ohio
A FORT INDUSTRY STATION
FORT INDUSTRY COMPANY
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

PUBLIC, GIMBEL'S VIEW VIDEO RESULTS

Though TV Aids Shoppers, Technique Disappoints — Store Concludes Improved Equipment Is Needed

THE PUBLIC feels that television is a marvelous postwar dream come true, but viewers of the display at Gimbel's Dept. store in Philadelphia were disappointed in actual production technique. These results were pointed out in a report just released on an RCA poll conducted on the experiment, reputedly the first of its kind. The test ran from Oct. 23 to Nov. 14.

Over 250,000 people viewed the display, from the 20 RCA telesites located throughout the store. Of those answering questionnaires, 88.9% consider store television an aid to shopping. Close to 70% indicated that it was the first time they had seen television.

Merchandise was shown as it actually appeared on counters, and was also shown in use to demonstrate what purposes it could serve the customers. As to the length of the show, a majority thought it was "OK." A majority preferred more entertainment than merchandise displays.

The answer to the question of whether the expense of television is justified by sales, can be determined only when sales statistics are available.

Telesites were specially built, unlighted enclosures, containing 20 to 40 folding chairs. Gimbel's and RCA used radio and newspaper ads, car cards, displays, direct mail, booklets and other media to publicize the display. RCA engineers supervised the installation, serviced receivers, handled all operation.

The poll was used only on merchandise shows, including four hair shows, one for curtains, two for pots and pans, one for hats, and three toy shows. There was also a straight entertainment show, Uncle Wip. Telecasts were shown every half hour on the half hour.

"Arming" the personnel around the telesites with answers to possible questions of the video viewers, RCA prepared questions and answers, including:

When will RCA have a home television set on sale? Perhaps within six months.

What will it cost? Perhaps $200 for a table model . . . $300 for a console with radio . . . $400 for a large screen console television radio-phono combination. Prices, as yet, are indefinite.

What size picture? The $200 and $300 units will be direct view . . . $400 will project picture onto a screen. . . .

Is a special antenna required? Probably. . . .

Will they be sold on the installment plan? Yes.

Will Gimbel's carry them? Yes.

When will RCA radio sets be on sale? Within a couple of weeks.

Will RCA produce Walkie-Talkies? Probably—but not for six months or so.

What about color television?

FINAL summary of lessons learned by Gimbel Brothers-Philadelphia from its intra-store television experiment Oct. 23-Nov. 14 [BROADCASTING, Dec. 10] was released last week. Gimbel's chief conclusion: Before stores may get the most dollar value out of television, telequipment must improve.

No insurmountable engineering problems are in the way, however, the report stated. Chiefly needed are larger screens and more sensitive cameras which require no elaborate lighting. When these become available, Gimbel's thinks that intra-store television can be economically and successfully operated.

Looking Forward

For better merchandise promotion, Gimbel's looks forward to perfection of color transmission. Merchandising experts, acute to color value in salesmanship, were limited in their choice of items to be presented in the black and white transmissions during the experiment. But although the experts winced at these restrictions, customers seemed not as critical.

One question persistently asked after conclusion of the experiment was: What was the cost of the demonstration and what relation did the cost have to sales?

Gimbel's reported the question was hard to answer. Without quoting figures, the store described the cost as "abnormally high." Reasons were: (1) Neither Gimbel's nor RCA-Victor had experience in the use of the new medium, and (2) equipment available for the test suffered the ailments of old age, needed careful and consistent checking to operate smoothly.

The store listed three main mistakes which were made in the experiment: Insufficient time was given to rehearsals; (2) too few of the demonstrations illustrated what the merchandise did for a cuscustomer; (3) not every item shown was priced.

WLIB Wins Award

AWARD by American Association of the United Nations for best coverage by a New York independent station of the San Francisco Conference was given Friday to WLIB Brooklyn. Clifford Evans, WLIB director of news and special events, accepted citation at an association meeting at Town Hall. WLIB highlighted its coverage of the conference with daily program report on San Francisco which featured late news and a guest speaker who explained what conference meant to him as an individual citizen.

Home receivers capable of receiving color telecasts seem unlikely for some years yet. The possibility is just a laboratory idea at the moment. . . .

Candle in the Window . . Thanksgiving in the Heart

Christmas Candles.. to symbolize the Spirit of Kindliness and Good Will. On the long road toward human understanding, radio will help mold the world community to the Promise and Purposes foretold of old.. at the First Christmas.

Westinghouse Radio Stations Inc

1945

The care and feeding of

1 WOR vice president Maddux (seated) smilingly comments on new contract as sales director Gene Thomas looks on. In moment he will release "flash" that alerts all departments to cooperative follow-through on new show.

DAYTIME AUDIENCES

2 Norm Livingston (right), director of program operations, analyzes audience advantages of time-period selected. Daytime program director Gene King (left) points out WOR's excellent competitive standing through the years.

---

5 "The slant is this . . ." Publicity chief Charlie Oppenheim (center) approves as Murry Salberg, trade news editor, tells how story on new show will break in trade press. Marjorie Sable slants story for newspapers.

EASTERN WAR TIME
G.M.T.

6 Noted for its razor-sharp engineering standards, WOR's master control room gets show on air with perfect precision. Just checking up as Charlie Thropp pulls vital plug is Charlie Singer, assistant chief engineer.

a program...

3 The commercial's transcribed. Here, studying it for timing, pace and performance is WOR's executive producer and editor, Bob Simon (right). Continuity writers Keith Thompson and Lois Green assist.

4 Sponsor's show will cash in on WOR's steady, continuing barrage of magazine, direct mail and newspaper advertising. Joe Creamer, advertising and promotion director, scans recent work with assistant, Lenore Hershey.

Chain-link departmental cooperation at WOR poises the powerful resources of a great station behind every sponsor's show

EVERY WEEK during the 52 weeks of every year, approximately 15 new and renewal contracts are signed by sponsors and their agencies for WOR, New York. Almost immediately following the signing of any one contract, a "flash bulletin," or pink sheet, is sped on its way to the desk of every WOR departmental head. The moment a pink sheet is received, the silent but ceaseless activities of more than a hundred variously trained and gifted WOR specialists are directed at making the WOR sponsor's program one of the most economical, audience-building advertising ventures of his career. WOR herewith presents, in words and pictures, a portion of the chain-link cooperation that plays a major part in making WOR commercially-sponsored shows outstanding favorites among thousands of people in one of the greatest listening territories on the Eastern Seaboard.

WOR

that power-full station
at 1440 Broadway, in New York

MUTUAL

JANUARY 4

WKBZ

JOINS

MUTUAL

FIRST STATION
IN WEST MICHIGAN

On January 4 WKBZ goes MUTUAL!

This change to MUTUAL joins WKBZ with the other Western Michigan stations—WKLA, Ludington; WATT, Cadillac and WTCM, Traverse City. A 100% MUTUAL GROUP.

With the 150,000 population served by WKBZ in the GREATER MUSKEGON area it increases the Mutual market to 300,000 people in Western Michigan.

Working together thru MUTUAL, WE can do a point-of-sale job that will capture sales for your product in this new, enlarged and more secure market.

WKBZ
MUSKEGON, MICH.
Ashbacker Radio Corp.

PART of audience of 15,000 at meeting of Women's Institute of St. Paul, in St. Paul's city auditorium, is pictured above. Program paid tribute to radio, with Capt. Harold Stassen, Mary Margaret McBride, Samuel Gale of General Mills, FCC Commissioner Clifford J. Durr, and NAB Executive Vice-President A. D. (Jess) Willard as speakers [BROADCASTING, Dec. 10]. Radio officials and entertainers participated.

Belief Video Belongs Upstairs Prompts Recall of Application

EXPRESSING the belief that "the proper place for television is in the higher band of frequencies," Metropolitan Television Inc., New York, last week withdrew the application for a New York video station to operate on Channel 8, 162-168 mc., it had filed in 1940. Company, owned jointly by two New York department stores, Abraham & Straus and Bloomingdale Bros., expressed its intention to conduct experiments in the frequencies between 480 and 920 mc. Company operates WABF New York, an FM station which has been on the air since November 1942.

Color Ultimate Objective

A letter to the FCC, written by I. A. Hirschmann, vice president of Metropolitan, expressed agreement with a Commission order pointing out that "the 13 television channels which are available for television below 300 mc are insufficient to make possible a truly nationwide and competitive television system." The letter continued that from the inception of the FCC's allocation studies, Metropolitan has believed that television belonged in the higher frequencies.

"This opinion is reflected by the fact that in 1940 we applied for Channel 8, 162-168 mc, which was then not even designated for commercial use and whose propagation characteristics had long been investigated by the physicist, Dr. Frank G. Kear, who acts as engineering consultant to the company," Mr. Hirschmann wrote. "Our technical staff has pursued the study and on the basis of extensive information are convinced that the place for television transmission is more properly in the higher band of frequencies, namely from 480 to 960 mc."

The belief that "color television is the ultimate objective for public service" was expressed by Mr. Hirschmann, who stated that "certainly, the coloration of nature will be demanded instead of monochrome, once such coloring is available for broadcasting."

Commenting on Metropolitan's action, Lawrence Lowman, CBS vice-president in charge of television, said:

"Ever since CBS first proposed full color television in the higher frequencies we have felt that department stores in particular would be quick to appreciate the tremendous merchandising potentials of this new medium. Clear pictures in full color, for instance, will show the consumer at the television receiver, not only the pattern of a garment, but the color and texture of the fabric, reveal the detail and design to optimum advantage. Metropolitan Television is to be congratulated on its accurate appraisal of color television as, in Mr. Hirschmann's own words, 'the ultimate objective for public service.' "

Mrs. Anna Ayer Fry

ANNA AYER FRY, 69, widow of Wilfred W. Fry, former president of N. W. Ayer & Son, and daughter of Francis Wayland Ayer, founder of the firm, died Dec. 9 at the Pennsylvania Hospital, Philadelphia, after a short illness.

Exclusive!

KFAB is the *only* outlet of the Columbia Broadcasting System serving the Omaha-Council Bluffs area.

The **ONLY** *Basic* **CBS** *Station in Nebraska*

KFAB

HARRY BURKE, *General Manager*

Represented by PAUL H. RAYMER CO.

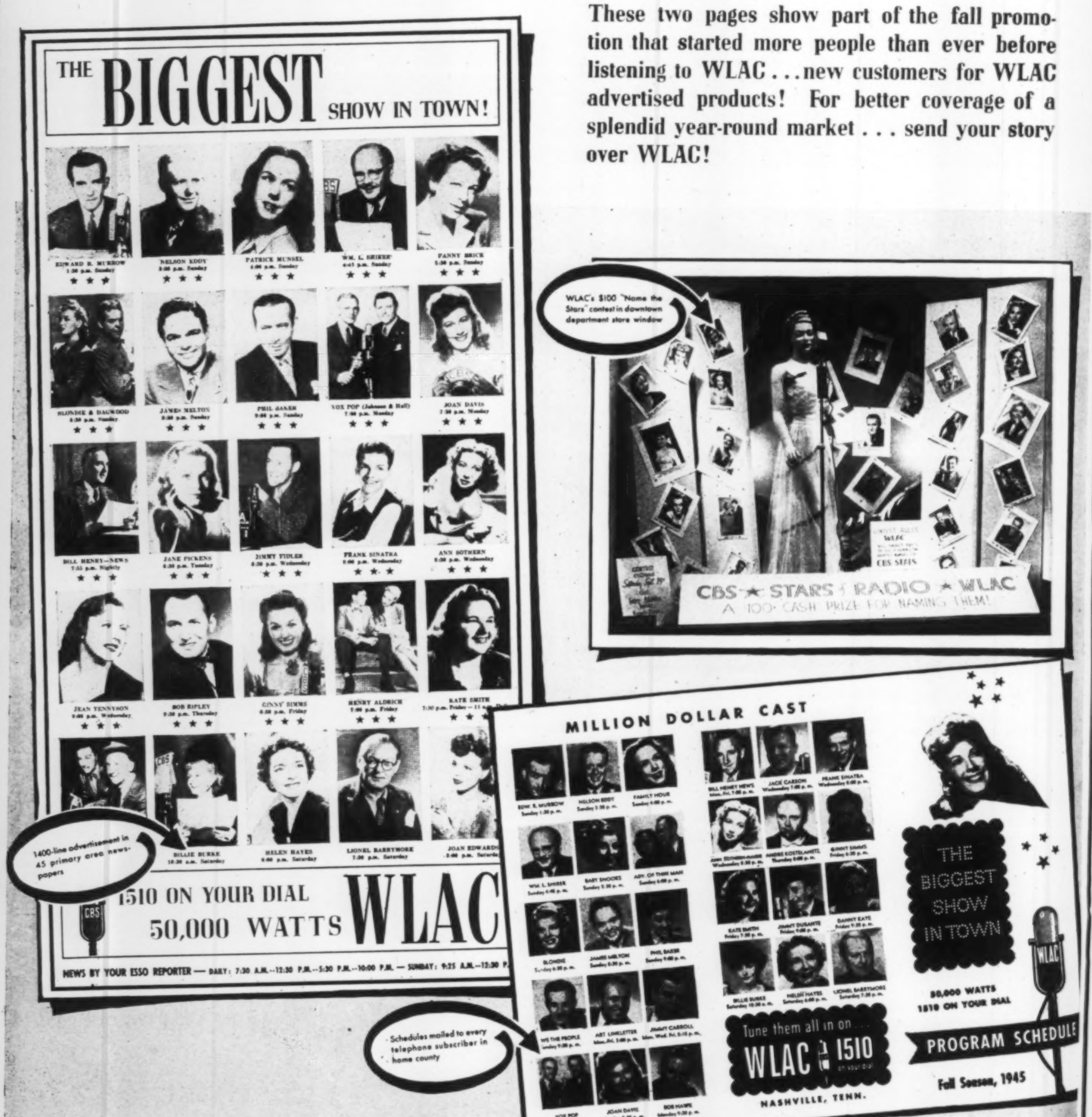
THE BIG FARMER STATION

OMAHA 1110 KC - 10,000 WATTS **LINCOLN**

FALL PROMOTION BUILDS

More intensive market coverage than ever before!

These two pages show part of the fall promotion that started more people than ever before listening to WLAC . . . new customers for WLAC advertised products! For better coverage of a splendid year-round market . . . send your story over WLAC!



THE BIGGEST SHOW IN TOWN!

EDWARD R. MURROW 1:30 p.m. Sunday
NELSON EDDY 3:00 p.m. Sunday
PATRICE MUNSEL 4:00 p.m. Sunday
WM. L. SHIRER 4:45 p.m. Sunday
FANNY BRICE 5:30 p.m. Sunday
BLONDIE & DAGWOOD 6:30 p.m. Sunday
JAMES MELTON 8:30 p.m. Sunday
PHIL BAKER 9:00 p.m. Sunday
VOX POP (Johnson & Hull) 7:00 p.m. Monday
JOAN DAVIS 7:30 p.m. Monday
BILL HENRY—NEWS 7:55 p.m. Nightly
JANE PICKENS 6:30 p.m. Tuesday
JIMMY FIDLER 6:30 p.m. Wednesday
FRANK SINATRA 8:00 p.m. Wednesday
ANN SOTHERN 8:30 p.m. Wednesday
JEAN TENNYSON 9:00 p.m. Wednesday
BOB RIPLEY 9:30 p.m. Thursday
GINNY SIMMS 6:00 p.m. Friday
HENRY ALDRICH 7:00 p.m. Friday
KATE SMITH 7:30 p.m. Friday — 11 a.m.
BILLIE BURKE 10:30 a.m. Saturday
HELEN HAYES 6:00 p.m. Saturday
LIONEL BARRYMORE 7:00 p.m. Saturday
JOAN EDWARDS 8:00 p.m. Saturday

1510 ON YOUR DIAL
50,000 WATTS WLAC

NEWS BY YOUR ESSO REPORTER — DAILY: 7:30 A.M.--12:30 P.M.--5:30 P.M.--10:00 P.M. — SUNDAY: 9:25 A.M.--12:30 P.

1400-line advertisement in 45 primary area newspapers

WLAC's $100 "Name the Stars" contest in downtown department store window

CBS ★ STARS of RADIO ★ WLAC
A $100 CASH PRIZE FOR NAMING THEM!

MILLION DOLLAR CAST

EDW. R. MURROW Sunday 1:30 p.m.
NELSON EDDY Sunday 3:30 p.m.
FAMILY HOUR Sunday 4:00 p.m.
WM. L. SHIRER Sunday 4:45 p.m.
BABY SNOOKS Sunday 5:30 p.m.
ADV. OF THIN MAN Sunday 6:00 p.m.
BLONDIE Sunday 6:30 p.m.
JAMES MELTON Sunday 8:30 p.m.
PHIL BAKER Sunday 9:00 p.m.
WE THE PEOPLE Sunday 9:30 p.m.
ART LINKLETTER Mon., Fri. 3:00 p.m.
JIMMY CARROLL Mon., Wed., Fri. 5:15 p.m.
VOX POP Monday 9:00 p.m.
JOAN DAVIS Monday 7:30 p.m.
BOB HAWK Monday 9:30 p.m.
BILL HENRY NEWS Mon.-Fri. 7:55 p.m.
JACK CARSON Wednesday 7:00 p.m.
FRANK SINATRA Wednesday 8:00 p.m.
ANN SOTHERN-MAISIE Wednesday 8:30 p.m.
ANDRE KOSTELANETZ Thursday 8:00 p.m.
GINNY SIMMS Friday 6:30 p.m.
KATE SMITH Friday 7:30 p.m.
JIMMY DURANTE Friday 9:00 p.m.
DANNY KAYE Friday 9:30 p.m.
BILLIE BURKE Saturday 10:30 a.m.
HELEN HAYES Saturday 6:00 p.m.
LIONEL BARRYMORE Saturday 7:30 p.m.

Tune them all in on . . .
WLAC 1510 on your dial
NASHVILLE, TENN.

THE BIGGEST SHOW IN TOWN

50,000 WATTS
1510 ON YOUR DIAL

PROGRAM SCHEDULE
Fall Season, 1945

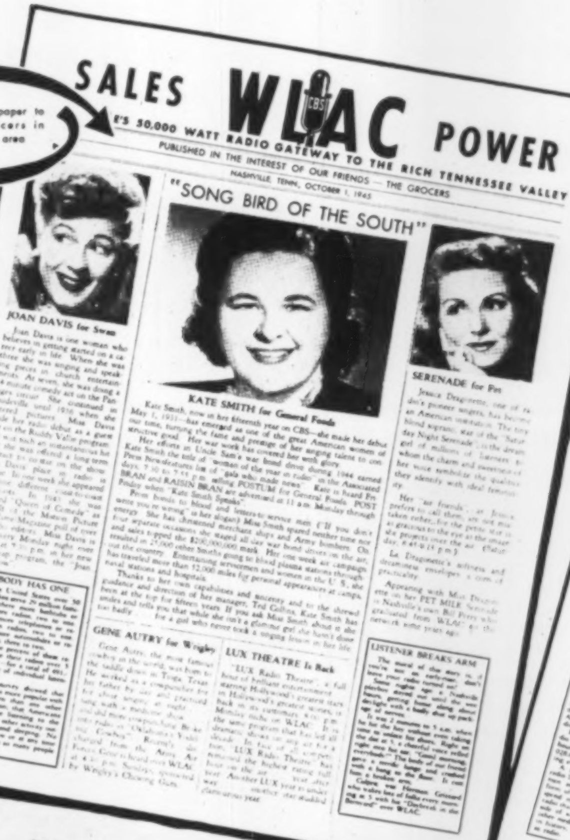
Schedules mailed to every telephone subscriber in home county

"GATEWAY TO THE RICH TENNESSEE

GREATER WLAC AUDIENCE!

★ Of course, scores of programs and announcements plugged the "BIGGEST Show in Town!"

Grocery trade..paper to 450 key grocers in WLAC's primary area



SALES WLAC POWER

...E'S 50,000 WATT RADIO GATEWAY TO THE RICH TENNESSEE VALLEY

PUBLISHED IN THE INTEREST OF OUR FRIENDS — THE GROCERS

NASHVILLE, TENN., OCTOBER 1, 1945

"SONG BIRD OF THE SOUTH"

JOAN DAVIS for Swan

KATE SMITH for General Foods

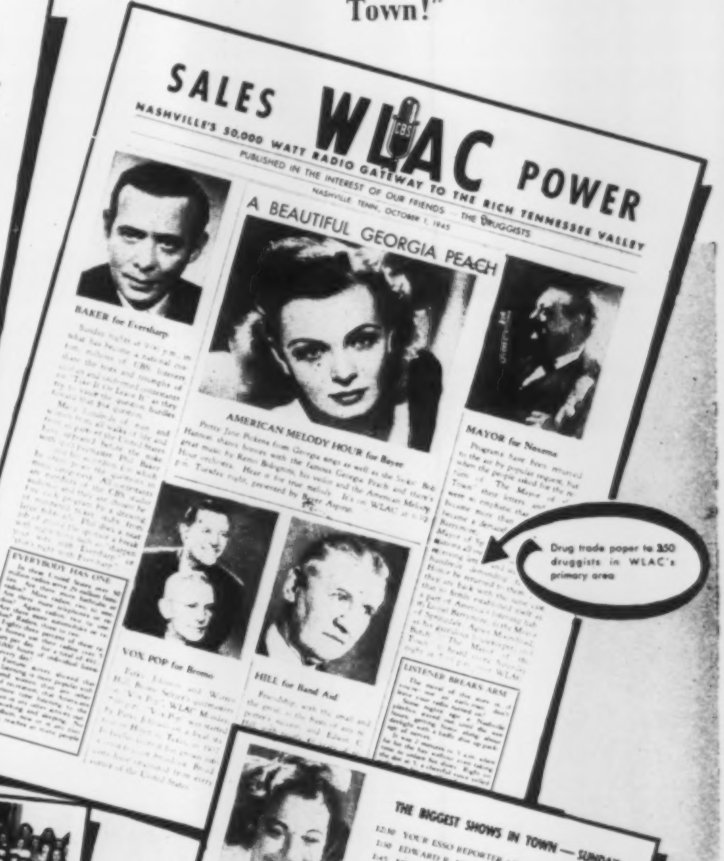
SERENADE for Pet

EVERYBODY HAS ONE

GENE AUTRY for Wrigley

LUX THEATRE Is Back

LISTENER BREAKS ARM



SALES WLAC POWER

NASHVILLE'S 50,000 WATT RADIO GATEWAY TO THE RICH TENNESSEE VALLEY

PUBLISHED IN THE INTEREST OF OUR FRIENDS — THE DRUGGISTS

NASHVILLE, TENN., OCTOBER 1, 1945

A BEAUTIFUL GEORGIA PEACH

BAKER for Eversharp

AMERICAN MELODY HOUR for Bayer

MAYOR for Noxema

EVERYBODY HAS ONE

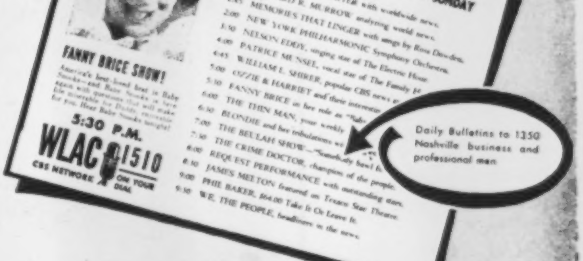
VOX POP for Bromo

HILL for Band Aid

LISTENER BREAKS ARM

Drug trade paper to 350 druggists in WLAC's primary area

13 County high schools take part in WLAC singing contest



FANNY BRICE SHOW!

America's best-loved brat in Baby Snooks—and Baby Snooks is here again with questions that will make life miserable for Daddy, enjoyable for you. Hear Baby Snooks tonight!

5:30 P.M.

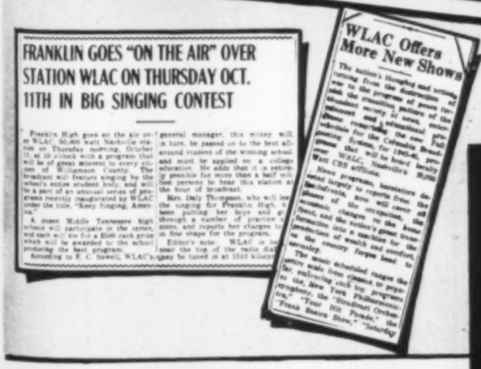
WLAC 1510

CBS NETWORK ON YOUR DIAL

THE BIGGEST SHOWS IN TOWN — SUNDAY

12:30 YOUR ESSO REPORTER with worldwide news.
1:30 EDWARD R. MURROW analyzing world news.
1:45 MEMORIES THAT LINGER with songs by Rose Dowden.
2:00 NEW YORK PHILHARMONIC Symphony Orchestra.
3:30 NELSON EDDY, singing star of The Electric Hour
4:00 PATRICE MUNSEL, vocal star of The Family H
4:45 WILLIAM L. SHIRER, popular CBS news a
5:00 OZZIE & HARRIET and their interestin
5:30 FANNY BRICE as her role as "Baby
6:00 THE THIN MAN, your weekly
6:30 BLONDIE and her tribulations wi
7:00 THE BEULAH SHOW—"Somebody bawl fo
7:30 THE CRIME DOCTOR, champion of the people.
8:00 REQUEST PERFORMANCE with outstanding stars.
8:30 JAMES MELTON featured on Texaco Star Theatre.
9:00 PHIL BAKER, $64.00 Take It Or Leave It.
9:30 WE, THE PEOPLE, headliners in the news.

Daily Bulletins to 1350 Nashville business and professional men



FRANKLIN GOES "ON THE AIR" OVER STATION WLAC ON THURSDAY OCT. 11TH IN BIG SINGING CONTEST

Franklin High goes on the air over WLAC, 50,000 watt Nashville station on Thursday morning, October 11, at 10 o'clock with a program that will be of great interest to every citizen of Williamson County. The broadcast will feature singing by the school's entire student body, and will be a part of an unusual series of programs recently inaugurated by WLAC under the title, "Keep Singing, America."

A dozen Middle Tennessee high schools will participate in the series, and each will vie for a $500 cash prize which will be awarded to the school producing the best program.

According to F. C. Sowell, WLAC's general manager, this money will, in turn, be passed on to the best all-around student of the winning school and must be applied on a college education. He adds that it is entirely possible for more than a half million persons to hear this station at the hour of broadcast.

Mrs. Daly Thompson, who will lea the singing for Franklin High, h been putting her boys and g through a number of practice s sions, and reports her charges to in fine shape for the program.

Editor's note: WLAC is lo near the top of the radio dial may be tuned in at 1510 kilocy

WLAC Offers More New Shows

The nation's thoughts and activity turning from the destruction of war to the programs of peace furnish the transition pattern of the abundant variety of news, entertainment and educational programs comprising the new Fall schedule for the Columbia Broadcasting System, for 1945-46, programs that will be heard locally over WLAC, Nashville's 50,000 Watt CBS affiliate.

News programs, heretofore devoted largely to reports from the battlefronts, now will cover all phases of the occupation, the economic changes on the home front, and the nation's great transformation into a machine for the production of wealth and comfort, as the country forges head to normalcy.

The music scheduled ranges the entire scale from classics to popular, embracing such top programs as the, New York Philharmonic symphony, the "Stradivari Orchestra," "Your Hit Parade," the "Frank Sinatra Show," "Saturday

REPRESENTED BY THE PAUL H. RAYMER CO.

VALLEY"...

WLAC
NASHVILLE

50,000 WATTS

PEACE ON EARTH

Captain Zimmermann ★

Program Director Zimmermann ★

1945 gave us V-E and V-J Days . . .

1946 will bring back to radio men like the Army Hour's Captain Zimmermann—men of meritorious service, to give you and your accounts that same type of service.

WEMP's program department, good during the war, is now better than ever!

WEMP *Milwaukee*

AMERICAN BROADCASTING COMPANY

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

Retailers Knock Professional Wrangling on Television Plans

THREE New York retail store executives raised sharp objection to the profusion of professional discussion of telecasting's present and future plans, which they said was leaving the potential customer bewildered. The executives spoke at a panel meeting of the American Television Society, Dec. 11 at New York's Sheraton Hotel.

"There's been too much talk by men who know too much about color telecasting and the third dimension," said Lawrence Moore, merchandise manager of Frederick Loeser Co. "A consumer being offered an ordinary television set will decide to wait until he can get one which has color and third dimension."

Create Consumer Demand

As Mr. Moore, J. M. Winer, president of Dynamic Electronics Inc., New York, and James J. Dingivan, vice-president and general manager of Arnold Constable, see it, the television industry's main objective now is to create a consumer demand for receivers which are already off the drawing boards.

"I think," said Mr. Dingivan, "that we should do more talking together before we do more talking to the public."

Mr. Moore believes that demonstration telesets are needed now in stores to clear the buying public's mind of misconceptions about the quality of telecasting, to stimulate a purchasing urge that may be near the bursting point when receivers actually reach the market.

Merchandising methods which the three stores will use to sell sets differ. Dynamic Electronics will pursue the blue-stocking trade of Manhattan, concentrate on high-priced sets, said Mr. Winer.

Mr. Dingivan's Arnold Constable will aim at the same level, selling television sets "on the basis of pride of possession, as we now sell our furs."

Mr. Winer and Mr. Dingivan both requested set manufacturers to give strong consideration to the beauty of instruments they build. Their customers want looks as well as technical quality.

Mr. Moore was less interested in style.

One thing which buyers should be guaranteed is proper servicing for their sets, he insisted. Free service should be provided for future frequency changes. Further, a prospective buyer is entitled to know whether a receiver will work in his home. For that purpose tests should be conducted in his home to establish whether a set would work there or, if not, what additional equipment would be needed to make it work.

Chairman of the panel was Dave Wagman, radio and television sales manager of Bruno Inc., New York. Richard Manville, research consultant, presided at the meeting.

No Dec. 25 Commercials

NO COMMERCIAL English language network broadcasts in Canada on Christmas Day—that policy has been decided by Canadian Broadcasting Corp. and will apply to both Trans-Canada and Dominion networks, while CBC English-language owned stations will not use any commercial broadcasts at all that day. Decision does not affect CBC French network or individual CBC French stations in Quebec, where only those periods required for special broadcasts will be claimed for network time. CBC will present special Christmas Day schedule for all its stations.

Christmas Plans

GENE EMERALD, variety program m.c. of KRNT Des Moines, is campaigning for presentation of gifts through established agencies to children of servicemen who were war casualties. Station also plans servicemen and veterans hospital parties.

CBS Cancels TV Plans For Garden Basketball

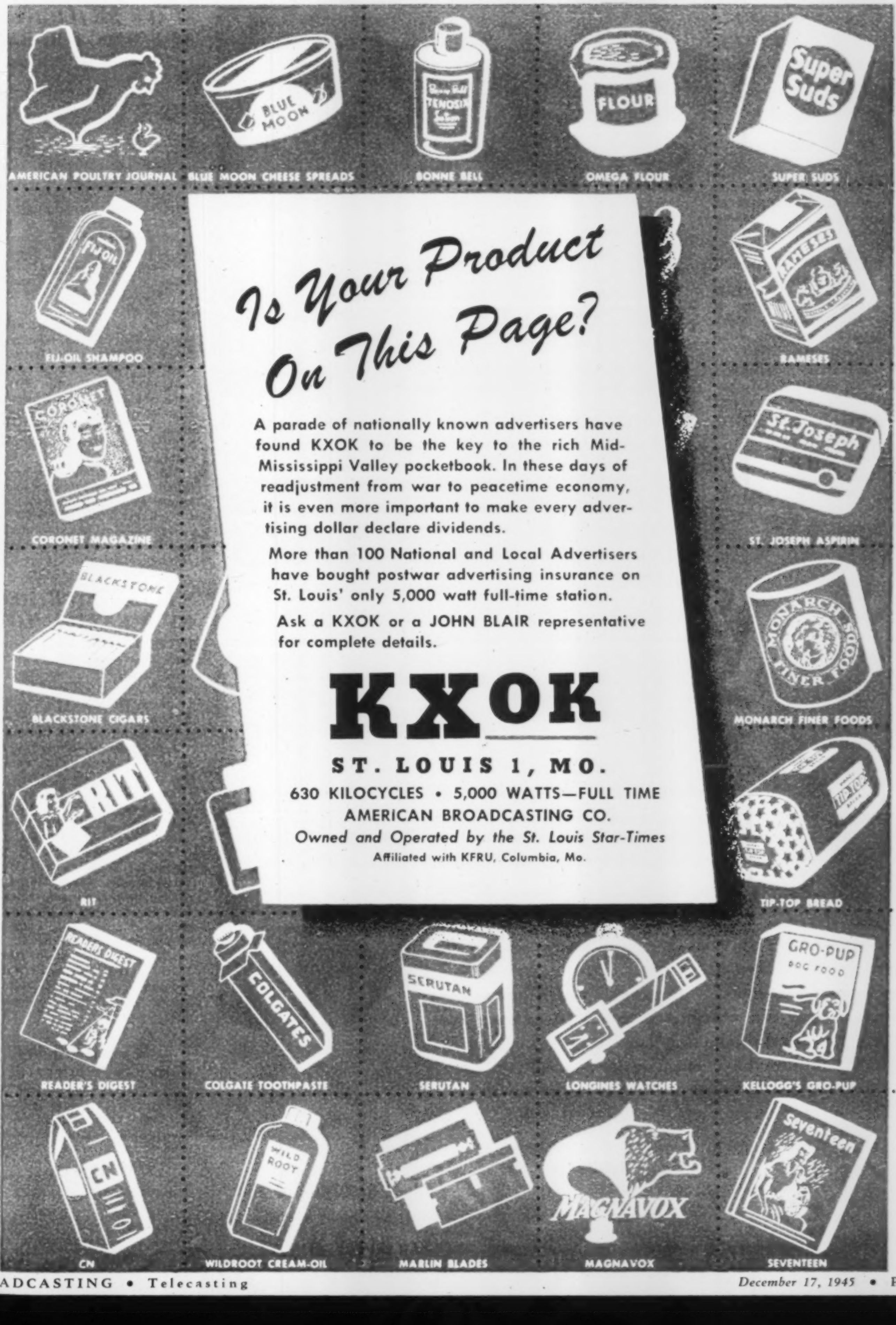
PLANS OF CBS to televise basketball games from Madison Square Garden, originally scheduled to begin last Wednesday, have been postponed until equipment for such remote pickups can be put into shape. Apparatus acquired by CBS before the war has been used in the network's television laboratory during the war years and a preliminary test from the Garden Dec. 8 proved it unsatisfactory.

Cancellation of the remote pickups eliminates what otherwise would have been duplication video coverage of the basektball games as NBC is also televising them. It may also keep CBS out of what might have been an embarrassing necessity for explaining the duplication as the network recently protested against duplication of broadcasts by public officials on two or more networks.

MILLER IS CHAIRMAN OF PARALYSIS DRIVE

MARCH of Dimes campaign will open Jan. 14 and close Jan. 30, President Roosevelt's birthday, with Justin Miller, NAB president, as chairman of the National Radio Division Committee, according to Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Co-chairmen are: Edgar Kobak, MBS; Clarence Menser, NBC; Adrian Samish, American; Davidson Taylor, CBS. Radio promotion will include transcriptions featuring name talent, announcements and live network programs.


AMERICAN POULTRY JOURNAL
BLUE MOON
BLUE MOON CHEESE SPREADS
BONNE BELL
OMEGA FLOUR
FLOUR
Super Suds
SUPER SUDS
FIJ-OIL SHAMPOO
RAMESES
CORONET
CORONET MAGAZINE
St. Joseph
ST. JOSEPH ASPIRIN
BLACKSTONE
BLACKSTONE CIGARS
MONARCH FINER FOODS
RIT
TIP-TOP BREAD
READER'S DIGEST
COLGATES
COLGATE TOOTHPASTE
SERUTAN
LONGINES WATCHES
GRO-PUP DOG FOOD
KELLOGG'S GRO-PUP
CN
WILD ROOT
WILDROOT CREAM-OIL
MARLIN BLADES
MAGNAVOX
Seventeen
SEVENTEEN

Is Your Product On This Page?

A parade of nationally known advertisers have found KXOK to be the key to the rich Mid-Mississippi Valley pocketbook. In these days of readjustment from war to peacetime economy, it is even more important to make every advertising dollar declare dividends.

More than 100 National and Local Advertisers have bought postwar advertising insurance on St. Louis' only 5,000 watt full-time station.

Ask a KXOK or a JOHN BLAIR representative for complete details.

KXOK

ST. LOUIS 1, MO.

630 KILOCYCLES • 5,000 WATTS—FULL TIME
AMERICAN BROADCASTING CO.
Owned and Operated by the St. Louis Star-Times
Affiliated with KFRU, Columbia, Mo.

BOGGS IS APPOINTED NEW WLOL MANAGER

NORMAN BOGGS, sales manager of WGN Chicago, has resigned to become general manager of WLOL Minneapolis, effective Jan. 14, Ralph Atlass, treasurer and controlling stockholder of WLOL, announced last week.

Mr. Boggs has been with WGN since 1937, starting as salesman, and was appointed sales manager in February 1945, after heading the WGN New York sales office for four years. He succeeds E. S. Mittendorf, who resigned because of ill health. Mr. Mittendorf was formerly general manager of WIND Chicago and became manager of WLOL in 1943. He plans to return to Arizona where he has a home and business interests.

WLOL, operated by Independent Merchants Broadcasting Co., operates on 1330 kc with 1 kw and has applications for 5 kw and an FM grant pending before FCC which Mr. Atlass said are expected to be acted on in the near future.

"We regret Mr. Mittendorf's decision to retire and are deeply grateful for the quality of leadership he brought to WLOL and Northwest radio," Mr. Atlass declared. In appointing Mr. Boggs as general manager of the MBS affiliate, Mr. Atlass said the station was obtaining "one of the most successful young executives in the industry."

BACKSTAGE at the opening broadcast of *Exploring the Unknown*, broadcast from Mutual's Longacre Theater are (l to r): Sherman H. Dryer, producer; Robert D. Swezey, Mutual vice-president and general manager; Norman A. Schuele, advertising manager of Revere Copper & Brass Co., sponsors; Maubert St. Georges, president of St. Georges & Keyes, agency owning show. Program is heard Sunday 9 p.m. (EST).

ORANGE
BEAUMONT
PORT ARTHUR

BE SURE TO INCLUDE

KFDM
BEAUMONT, TEXAS

ON YOUR 1946 SCHEDULES

COVERING THE RICH, PERMANENT MARKETS OF BEAUMONT, ORANGE AND PORT ARTHUR

Beaumont and the rest of the rich Sabine area is one of the most favored spots in the U. S. so far as permanent industries and employment are concerned. Dairying, shipping, lumber, construction, rice, and oil industries—which have been turning out wartime needs—will continue almost identical production for peacetime, keeping the 585 million dollar effective income rolling in. Get your share by using the station covering all of Beaumont, Orange, and Port Arthur—KFDM!

D. A. CANNAN, EXEC. VICE-PRES.
C. B. LOCKE, GEN. MGR.

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales* • AMERICAN BROADCASTING CO., INC.

STAFF REALIGNMENT AT YOUNG & RUBICAM

YOUNG & RUBICAM, New York, has realigned its talent department assignments so that some of its radio executives will be able to devote more time to creation of show ideas and program development work. Reorganization, according to Harry Ackerman, vice-president in charge of radio program operations, is as follows:

Hobe Morrision and Robert Weenolsen will handle all service on all accounts except those involving daytime radio. Mr. Weenolsen will supervise accounts handled by Program Managers William Forbes and Max Wylie. He will also become talent man and radio contact on the Bristol-Myers operation, replacing Len Holton, who has been freed of all service activities to become a part of the program development group. Cy Pitts also joins the development group. Mr. Morrision will be talent supervisor on accounts handled by Joe Moran and George McGarrettt, program managers.

Mary Hanrahan will handle all talent operations on daytime radio, transcriptions and spots. Jimmy O'Neill, recently returned from the service, is story consultant and will also be a member of the program development group.

SALES DRIVE BEGUN BY WESTINGHOUSE

INTENSIFIED campaign has been started by Westinghouse to boost sales of home appliances, with Roger H. Bolin, advertising manager for Westinghouse Electric Appliance Division, announcing five appointments to his staff.

J. R. Clemens, formerly in charge of product advertising, except for the East Springfield, Mass., plant, and J. W. Endriss, formerly a staff member of the advertising department, were named assistant managers of appliance advertising.

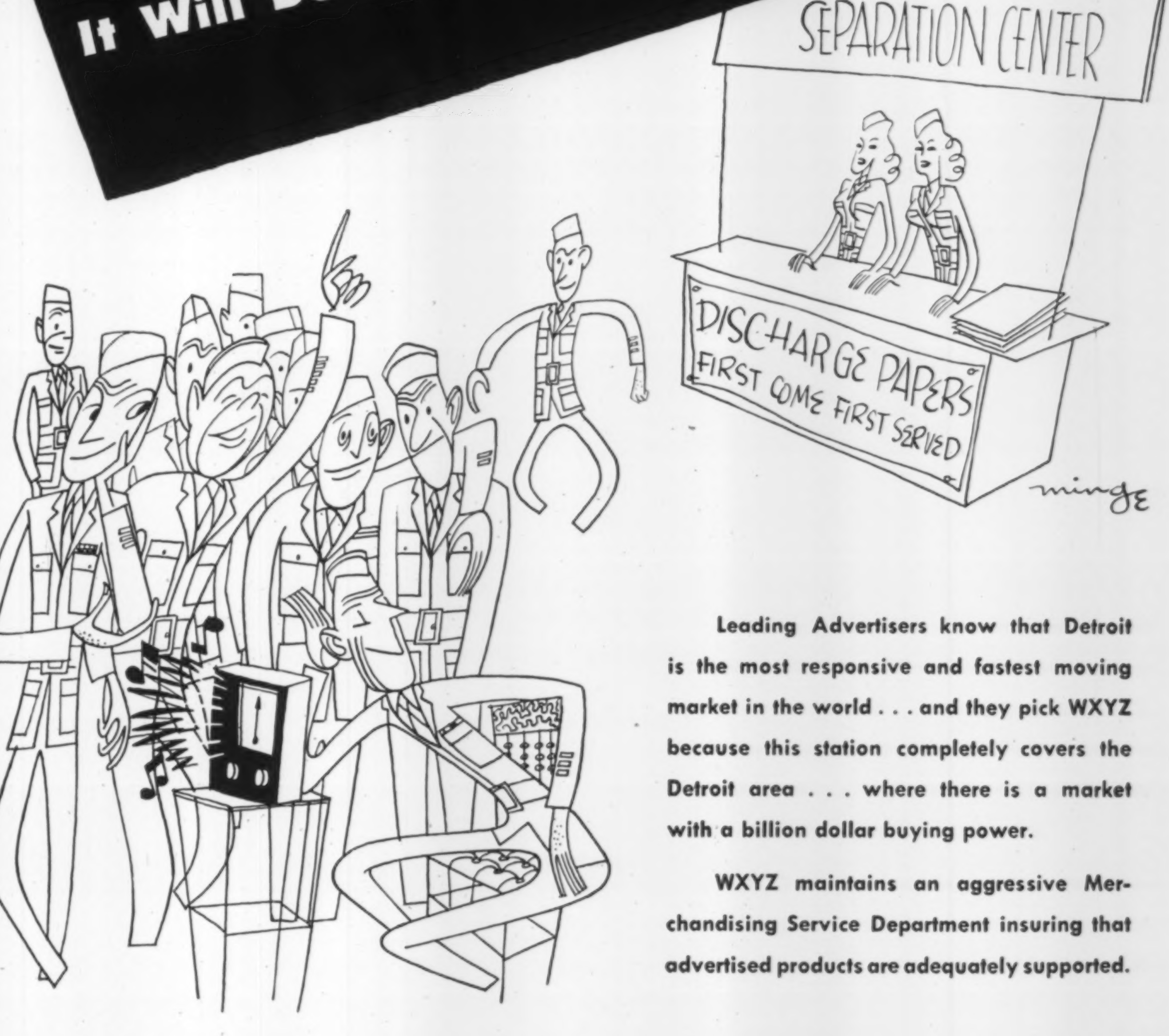
Others named were: E. J. Hegarty, for 25 years with Westinghouse in sales, advertising and promotion, new manager of sales training; K. A. Donelson, formerly in charge of advertising budgets and records at Mansfield, O., headquarters, new operations manager; J. G. Baird, associated with the company's store modernization program, new sales promotion manager.

Woulfe Elected

HENRY F. WOULFE has been elected vice-president and general manager of the Pepsodent division of Lever Bros. Co., succeeding Charles Luckman as operating head of the division. Mr. Luckman is now executive vice-president of Lever Bros. Mr. Woulfe has been with Pepsodent since 1927.

KYW Philadelphia will broadcast annual Christmas concert by inmates of Eastern State Penitentiary in Philadelphia and the County Prison at Holmesburg for 12th consecutive year.

"Throw Your Voice Where It Will Do the Most Good!"



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.

WXYZ

SEASON'S

GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE TEXAS QUALITY AND YANKEE NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO.

INCORPORATED

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO

THREE VETS APPLY FOR NEW STATION

THREE veterans of World War II—all radio veterans too—are incorporators of Radio Asheville, which Dec. 10 applied to the FCC for authorization to construct a 250 w station on 1450 kc at Asheville, N. C.

Paul H. Chapman, Greenville, S. C., who was with WFBC Greenville, prior to his four years of Army service, is president-treasurer and would be station manager. Zeb Lee, Asheville, vice president, was announcer of WISE Asheville and WPTF Raleigh, prior to entering the Army, in which he served in the radio phase of public relations. He would be program director. Obra W. Harrell, back as engineer at WAGA Atlanta, after service in the Navy, is secretary and would be chief engineer.

Call letters of WCRA are requested and the applicants proposes to use ABC.

OFFICIALS of Chicago Pure Milk Association were guests of WLS Chicago at a luncheon marking 500th broadcast of *Pure Milk News* on the station. Shown (l to r): Seated, Arthur Moore, editor, *Prairie Farmer;* Art Lauterbach, manager, Pure Milk Assn.; Lloyd Burlingham, news commentator on the show; Wilbur J. Swayer, president of association. Standing: Peter Cooke, WLS sales department; Glenn (Pop) Snyder, WLS vice-president and general manager.

NEW FILM STUDIOS BEING CONSTRUCTED

CONSTRUCTION of a modern radio center for WILM Wilmington, Del., was started last week.

George Sutherland, WILM general manager, said new quarters will include general offices, sales and promotion offices, client and audition rooms, rehearsal rooms and music library, news rooms and studios, and are expected to be ready by Feb. 1. New technical equipment of latest RCA design, he said, will be installed.

First-floor space and a large, two-floor auditorium in the Wilmington Odd Fellows' building have been secured. Observation windows centered off a large reception room will permit constant view of all studio operations. Another feature will be an observation gallery looking down into the large audience-participation studio. Facilities and space for FM broadcasting also are provided. WILM, basic Mutual outlet in Wilmington, operates on 1450 kc with 250 w power. It has applied to FCC for 10 kw power.

N. Y. State Radio Group Has Promotion Meeting

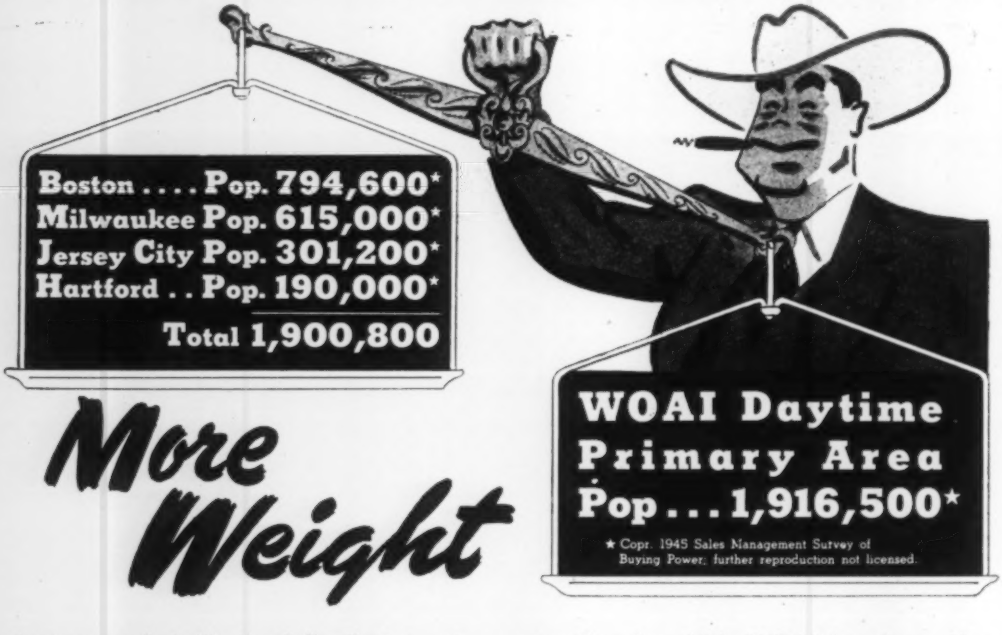
NEW YORK STATE Radio Bureau last Monday at the Roosevelt Hotel held a discussion on the type material it is sending out to New York stations anent promoting state government activities. It was suggested that identification of state officials by name be eliminated and officials referred to by titles only.

NYSRB was originally set up after a meeting between Gov. Thomas Dewey and the NAB public relations committee of District 2, headed by Robert Soule, WFBL Syracuse. Bureau is part of the state publicity organization under the Dept. of Commerce. Thomas C. Stowell is director of the radio bureau. Harold Keller, deputy Commissioner of Commerce, heads all state publicity.

Following were present at the luncheon: M. P. Catherwood, State Commissioner of Commerce; Mr. Keller; Mr. Stowell; Mr. Soule; John McNeil, WJZ; Arthur Hull Hayes, WABC; George Lewis, WHN; Murray Jordan, WLIB; Morris Novik, WNYC; Leon Goldstein, WMCA; Henry Greenfield, WEVD; Ted Scott, WNEW; Mrs. Eleanor Sanger, WQXR; Tony Provost, WEAF.

International Greetings

FOR the 11th year, WMAL Washington and the American Broadcasting Co. will broadcast the International Children's Christmas Party, presenting children from the embassies and legations in Washington sending Christmas greetings to their lands. Joe Kelly of *Quiz Kids* will be m.c. of the show, 2:45-3:30 p.m., Dec. 21, broadcast from Wardman Park Hotel, Washington.


Boston . . . . Pop. 794,600*
Milwaukee Pop. 615,000*
Jersey City Pop. 301,200*
Hartford . . Pop. 190,000*
Total 1,900,800
More Weight
WOAI Daytime Primary Area Pop . . . 1,916,500*
★ Copr. 1945 Sales Management Survey of Buying Power; further reproduction not licensed.

In any market, it's the folks that count—the potential customers for the goods you want to sell!

Outweighing in number the combined population of Boston, Milwaukee, Jersey City and Hartford are the prosperous Texans who have their homes in WOAI's daytime primary area—a section in which WOAI has been the dominant radio voice for nearly 25 years.

No wonder, then, that in the great Central and South Texas market WOAI continues to sell more merchandise to more people than any other station—at a lower cost per sales!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI
San Antonio

Represented Nationally By
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

A radio station is known by the *Companies* it keeps

"...in the Public Interest..."

KNOW YOUR PUBLIC OFFICIALS

a feature

on the New

WJJD

In the public interest, key government officials . . . Governor . . . Mayor . . . Attorney General . . . whatever their office . . . are invited to report to the people who elected them, by the *New* WJJD. Not as politicians—as public servants. And the more than 10,000,000 who live within our coverage area have every inducement to listen.

For each Wednesday, the *New* WJJD takes a choice parcel of time, gives it top talent and production, and devotes it to the fine public service series "Know Your Public officials", broadcast in cooperation with the Illinois League of Women Voters.

Note that, please: choice time . . . top talent . . . top production. That's what the new ownership of WJJD gives to all its public service shows. 16 percent of our total operating schedule now goes to programs "in the public interest."

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

Delay on OPA Price Factors Eliminated, Bowles Declares

SPEEDY handling of price factors for radio receivers has eliminated delay in set production attributed to Government red tape, OPA Administrator Chester Bowles said last week.

Answering complaints that OPA is not getting out price lists fast enough, Mr. Bowles said that parts and sets were priced last October. OPA is giving practically weekly service to manufacturers who request prices, he added.

Mr. Bowles referred inquiries about adjustments in pricing to Harvey C. Mansfield, assistant director of the Consumer Goods Division. Mr. Mansfield said that constant adjustments are needed as manufacturers of parts and finished receivers make changes and improvements in their lines.

Asked about failure of manufacturers to provide the expected production for the holiday trade, Mr. Mansfield said that after the war there was a lull due to cancellation of war contracts. Army priority for morale radios consumed quantities of components, he explained, affecting all manufacturers. Labor difficulties and other problems contributed to the delay.

Some 1945 prices are comparatively close to 1941 prices, Mr. Mansfield said, though comparison is difficult since only one small factory is turning out the same line produced before the war. Others are making different models, with style changes, component improvements due to technical lessons learned during war experience. Few expensive consoles are coming out because of the wood shortage, he said.

Mr. Bowles said that prices for export lines will be in line with comparative domestic prices.

Emerson Radio & Phonograph Corp., New York, will deliver 100,000 sets to dealers by Jan 1, according to Benjamin Abrams, president. After OPA approval of prices the previous week Emerson shipped 30,000 sets. Prices range from $20 to $40, with production at a rate of 2,500 a day and scheduled to reach 10,000 a day during the first quarter of 1946.

Stewart-Warner Corp. will have at least 10,000 plastic table models in dealers' hands before Christmas, according to F. A. Hiter, senior vice-president. Production of 5,000 sets a day is contemplated.

GOVERNOR and Mrs. Raymond E. Baldwin of Connecticut sold $199,025 in Victory Bonds in a ten hour radio-telephone campaign conducted at the studios of WTIC Hartford Friday, Dec. 7.

Farnsworth Production Now Booked for 1946

PRODUCTION at Farnsworth Television and Radio Corp., Fort Wayne, Ind., will run at capacity through 1946 on orders already booked, E. A. Nicholas, the firm's president, has reported to stockholders.

In his report, Mr. Nicholas quoted a net profit of $500,845, after estimated taxes, for the six months ended Oct. 31, compared with $592,921 for the corresponding period last year. Profit decline, it was said, resulted from termination of virtually all of the company's war contracts.

Mr. Nicholas said that despite the sudden end of the war the company's reconversion program was begun without delay. According to another announcement from the company, the Farnsworth Chicago distribution branch has moved from 540 North Michigan Ave. to new offices and showrooms in suite 535-B of the American Furniture Mart, 666 Lake Shore Drive.

WRAW Transfer Probe Is Scheduled for March 1

FCC HEARING on proposed transfer of control of Reading Broadcasting Co., licensee of WRAW Reading, Pa., to WGAL Inc., licensee of WGAL Lancaster, and Keystone Broadcasting Corp., licensee of WKBO Harrisburg, is scheduled March 1 at Reading, before Commissioner Denny.

Proposed transfer would give President and Manager Raymond A. Gaul's 28.57% interest in WRAW to WGAL for $50,000 with Mr. Gaul remaining as manager for five years for total of $47,500; similar interest of Harold O. Landis, secretary-treasurer, would go to Keystone for $50,000 [BROADCASTING, July 16]. John F. Steinman and J. Hale Steinman, who already own 21.43% of WRAW stock each, are principal stockholders in WGAL Inc. and Keystone, and therefore with their families would acquire ultimate control of Reading Broadcasting Co. The Steinmans also are identified with WORK WDEL WAZL WEST. FCC Commissioner Wakefield last week granted a petition for waiver of rules to accept late the written appearance of applicants in the case.

Philco's War Story

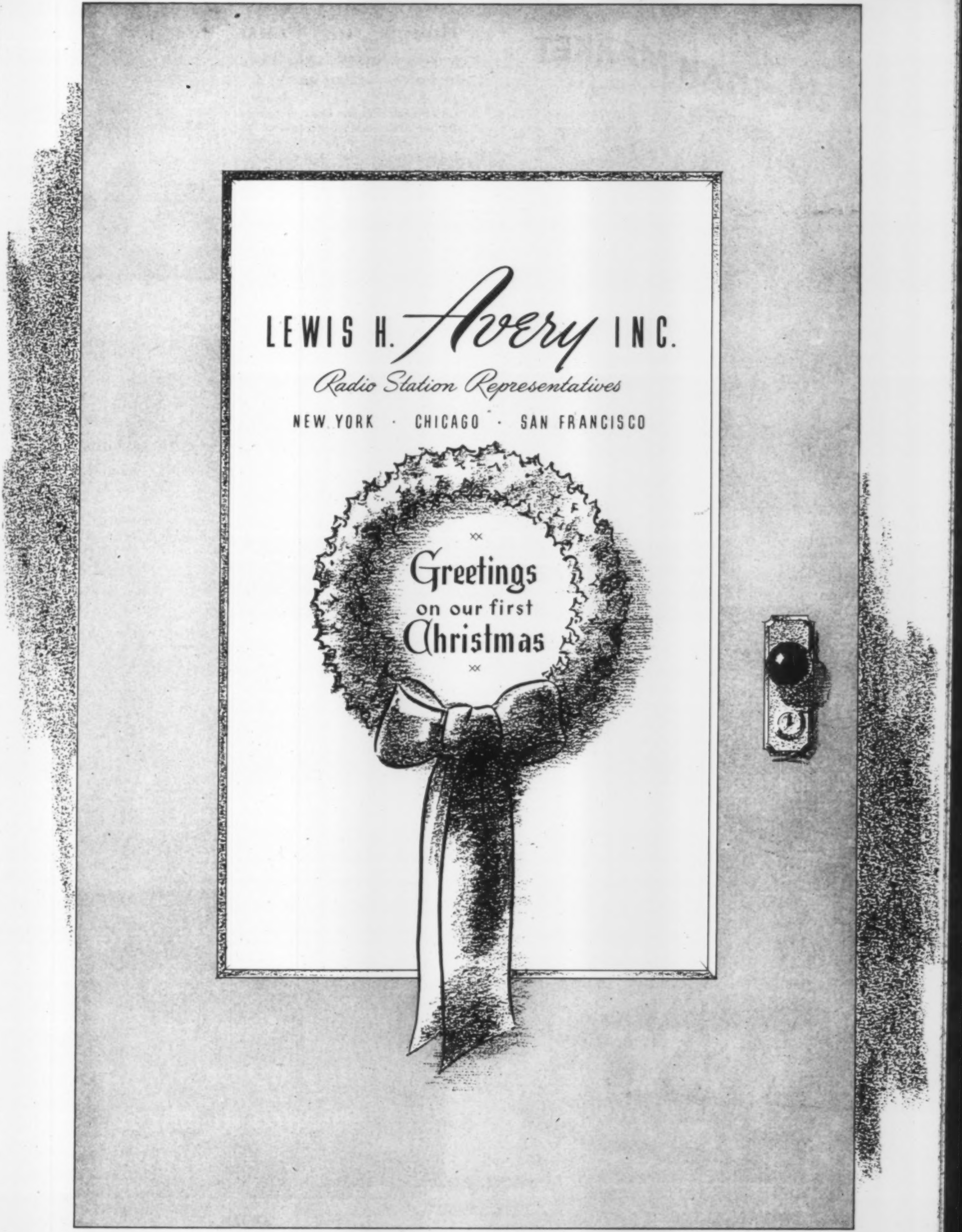
PHILCO Corp., Philadelphia, has issued an illustrated bound book titled *Philco Service at War . . . The Story of Philco's Training and Installation Division.* Volume is dedicated to the men and women of the division and their "fine record of achievement." Starting with the "Philco Recruiting Program," books follows through the war and ends with letters of appreciation for the job "Well done." Under "Personnel" is listed the name and hometown of every worker in the division.

FOR THE 23RD CONSECUTIVE YEAR IN AN INDUSTRY CELEBRATING IT'S 25TH ANNIVERSARY **WHN** EXTENDS TO IT'S MANY FRIENDS . . .

Seasons Greetings

WHN

50,000 WATTS • NEW YORK



LEWIS H. Avery INC.

Radio Station Representatives

NEW YORK · CHICAGO · SAN FRANCISCO

Greetings
on our first
Christmas

In the UTAH MARKET

World-famous Zion National Park with its great White Throne, shown here, is just one of Utah's spectacular scenic attractions that people everywhere want to see. Tourist trade, in the last prewar year, was worth approximately $30,000,000 to Utah. It should grow far beyond that figure in the great travel years ahead, and add further strength to Utah's economic soundness.

Local Advertisers Know KDYL Brings Results

Whatever the source of Utahns' income—whether from tourist trade or mining or farming or manufacturing — they all have this in common: a preference for the NBC shows and the local features brought to them by KDYL. That's why this station gets results for advertisers.

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

Jack Benny Tops Hooper on Coast

Hope Second, McCarthy Third In November Ratings

JACK BENNY was the favorite artist with Pacific Coast listeners during November, according to the November Pacific report of C. E. Hooper Inc., which gave him a rating of 27.6. Bob Hope was second with 25.3 and the *Charlie McCarthy Show* was third with 22.6.

Report shows an average evening audience rating for November of 8.4, an increase of 0.2 from October and 0.7 less than that for November 1944. Average evening sets-in-use was 31.1, up 0.6 from October, down 2.7 from a year ago. Average evening available audience was 76.3, an increase of 1.5 since October, an increase of 0.4 from a year ago.

Average daytime audience rating was 3.5, down 0.1 from October, down 0.6 from a year ago. Average daytime sets-in-use was 15.0, a gain of 0.5 from October, a gain of 0.4 from a year ago. Average daytime available audience was 67.5, up 0.6 from October, up 1.5 from a year ago.

Following the three leaders, the remainder of the first 15 programs in order of the Pacific Coast ratings are: *Fibber McGee and Molly*, 22.1; Fred Allen, 21.8; *Great Gildersleeve*, 21.2; Walter Winchell, 19.2; *Mr. District Attorney*, 17.8; *Screen Guild Players*, 17.4; *Blondie*, 17.0; *Radio Theater*, 16.0; *Bandwagon*, 15.5; *Aldrich Family*, 15.5; *Hildegarde*, 15.4; *Take It Or Leave It*, 15.3.

Sylvania Buys Wabash

SYLVANIA Electric Products Inc., New York, has acquired the Wabash Appliance Corp., Brooklyn, manufacturers of photoflash and incandescent lamps. Wabash is merging Jan. 1 with the Wabash Photolamp Corp. and Birdseye Electric Corp. to become a wholly-owned but independently-operated Sylvania subsidiary. Personnel, products and brands remain unchanged.

"BEACH UMBRELLA" silhouetted against the sky is the antenna of U. S. Marine Corps radar portable unit, designed for beachhead use. Weighing only 400 pounds, the unit can be dismantled and packed in four 100-pound cases. It was developed by Westinghouse.

U. S. Programs Still Top Ratings List in Canada

U. S. NETWORK PROGRAMS lead in popularity in Canada according to December national radio evening report of Elliott-Haynes Toronto, released Dec. 8. *Fibber McGee and Molly* remain Canada's favorite program with rating of 37.6 and sets in use at 47.0, followed by *Edgar Bergen and Charlie McCarthy* with rating of 33.7, *Radio Theater* with rating of 32.8, *Album of Familiar Music* 23.0, Bob Hope 21.0, Bing Crosby *Music Hall* 20.7, *Treasure Trail* 20.6 (Canadian origination), *NHL Hockey* 19.4 (Canadian origination), *Waltz Time* 17.4, and *Green Hornet* 17.2 (Canadian origination).

Five leading French-language shows for December are *Raillie-ment du Rire* with rating of 37.1 and sets in use 50.3, followed by *Un Homme et Son Peche* 34.8, *Secrets du Dr. Morhanges* 30.9, *En Chantant dans le Vivoir* 30.4 and *Cafe Concert* 29.7.

More people listen
to WAKR
than to
any other station
heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

NOW... *Results Per Dollar Count*

So Try This Proven Formula for OMAHA

NBC's PARADE of STARS
+ 590 KILOCYCLES
+ 5000 WATTS
= The Largest Audience Most of the Time

Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

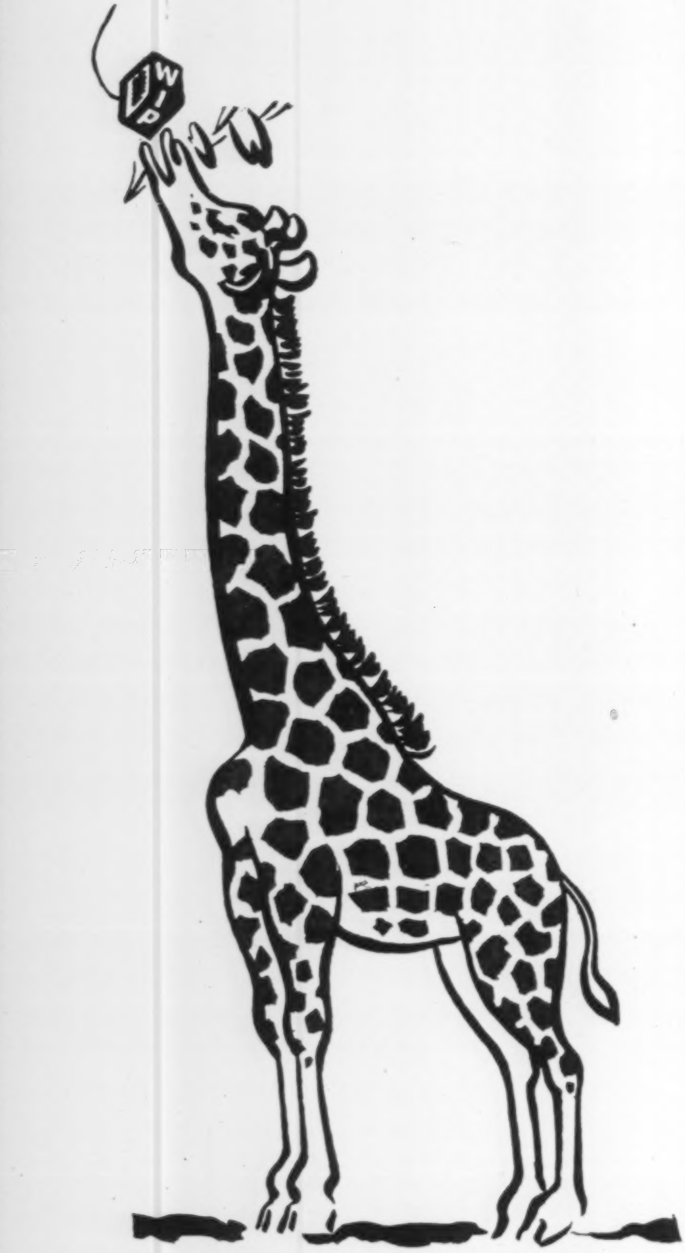
At the same time — *now that radio advertising dollars MUST count* WOW calls your attention to the fundamental principle of radio advertising: *AUDIENCE is ALL-IMPORTANT.*

When you consider the Omaha Market, remember the equation above!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

★ ★



We're NOT Sticking Our Neck Out . . . .

when we say the best way to make your cash register ring is to tell 'em your story over WIP! There are 8,000,000 of 'em in the signal area of Philadelphia's Pioneer Voice. Our sponsors know it —ask any one of the 165!

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

610 K. C.
MUTUAL'S 3rd MARKET AFFILIATE
•
Represented Nationally by GEO. P. HOLLINGBERY CO.

PLAQUE was presented by Campbell Arnoux, general manager of WTAR Norfolk, to Coach Bill Story of Granby High School football team, state champions, at a banquet at which WTAR was host to the team and their parents. Check for $1,355, contributed by sports fans, was presented Mr. Story by Blair Eubanks, WTAR announcer.

RELIGIOUS FREEDOM IS CITED BY MILLER

FREEDOM of religion and freedom of radio walk hand-in-hand, Judge Justin Miller, NAB president, said in a talk delivered on CBS Dec. 9, 11:05-15 a.m. in connection with Universal Bible Sunday. Take one away from the other, he warned, "and we shall walk into the entrapments of tyranny and oppression.

"The microphone has given the Man of God entire nations for his parish," Judge Miller said. The sick, the shut-ins, the blind and the halt are now in attendance at Divine Service even though they be bed-ridden. Those in remote places, those above the earth or below it—these, too, are within hearing of God's Word at the switch of a radio dial.

"We have but to look to Europe to see what havoc the state-inspired broadcasts of hate and untruth brought upon a woe-begone people who now desperately need our help and sympathy in their climb back to Christian ideals and practices. Here in America every radio tower strives to be a Tower of Babel in reverse. It strives to preach the same language of truth and brotherhood. It strives to permeate the leavening bread of toleration, in bringing together men and women of diverse backgrounds, religions, economic and social status through common denominators of interest and aspiration."

Signed With Autry

CASS COUNTY KIDS, consisting of Fred Martin, Jerry Scoggins, and Bert Dodson, and featured on WFAA Dallas, have been signed for permanent spot on CBS Gene Autry show. William Wrigley Jr. Co., Chicago, is sponsor.

Nylon Certificates

L. BAMBERGER & Co., Newark, owner of WOR New York and of R. H. Macy & Co., issued slips to all WOR employes last week entitling them to purchase a pair of nylon hose each at Macy's New York store. During cigarette shortage WOR employes were given cards entitling them to cigarettes.

CBC Board Denies New U. S. Net Ties

Opinion Favoring Review Is Drawn in CBS Case

NO NEW AFFILIATIONS with United States networks will be permitted by Canadian Broadcasting Corp., it has been ruled by CBC board of governors, according to an announcement made on Dec. 7 by A. D. Dunton, new CBC chairman, in connection with denying CJAD Montreal affiliation for CBS programs.

CJAD, new English-language station for Montreal, operated by J. Arthur Dupont, former CBC commercial manager in Quebec, was to have shared the CBS franchise with CKAC Montreal, with CKAC stressing musical programs which could be adapted to French announcements and CJAD carrying English variety programs from CBS.

The CBC board has decided that the whole question of U. S. network affiliations with Canadian private stations be reviewed and no new affiliations be permitted. Mr. Dunton stated that English listeners in Montreal will not be deprived of CBS programs but did not state which station would carry these. The CBC stations in Montreal, CBF and CBM, share with CFCF Montreal the NBC and American Network franchises. CKAC has the CBS franchise.

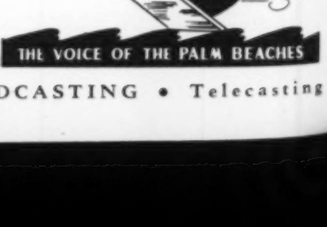
CJAD officially opened Dec. 8 despite the CBC ruling on which its entire program schedule had been planned. It is equipped with 1,000 w Northern Electric transmitter on 800 kc, uses RCA Victor record library, and Press News and British United Press news services.

Guthartz Stipulation

FEDERAL TRADE COMMISSION announced last week that Max L. Guthartz, also known as Max Guthart, trading under several firm names including Engineering Radio Co. and Eng. Radio Co., Brooklyn, had agreed to quit representing that his radio devices will have any favorable effect on radio receptivity. Stipulation also covered several other alleged misrepresentations, among which was a claim that a scalp preparation he offers is an effective remedy for baldness.

CBS WJNO

Where "Dun and Bradstreet" meet "Hooper and Crossley"!



THE VOICE OF THE PALM BEACHES

RAIN or SHINE

KSD
KSD
SEASON'S GREETINGS
POST-DISPATCH WEATHERBIRD
REG. U.S. PAT. OFF.

...The WEATHER is front page NEWS!

Each weekday at 11:10 a.m., KSD presents a non-commercial broadcast by H. F. WAHLGREN, Director of the St. Louis Office of the United States Weather Bureau, who reports up-to-the-minute official weather forecasts IN PERSON.

These exclusive daily broadcasts originate at Mr. Wahlgren's desk in the New Federal Building, and typify KSD's continuing efforts to accord the most comprehensive treatment to every subject which may be classified as NEWS.

Director H. F. WAHLGREN, St. Louis Office of the United States Weather Bureau

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

CBS Will Record Foreign Reports for News Series

PICKUPS from abroad may be justified when the importance of the news over-balances the poor qualities of signals from abroad, according to Paul White, news and special features director of CBS.

In revamping the *World Today* series, broadcast on CBS Monday through Saturday, 6:45-7 p.m., EST, the network has announced that all domestic pickups will of course be live, adding: "Some foreign pickups may also be live—when the quality of the signal at broadcast time or the importance of the story justifies it. However, arrangements will be made to record foreign reports before and at the time when the signal is best." This represents a reversal in CBS policy, which heretofore has permitted the use of recorded broadcasts on the network only under emergency conditions.

THAT'S SMOKING, southern style, with Prince Albert. Pipes and cake are in honor of *Grand Ole Opry's* 20th birthday, with over 3,900 hours on the air, celebrated at WSM Nashville. Harry Stone, WSM manager cuts the cake. Onlookers (l to r): Roy Acuff, Duke of Paducah, Minnie Pearl, and Ken MacGregor, Wm. Esty & Co. account executive for R. J. Reynolds Tobacco Co., show's sponsor.

1946 JANUARY 1946
1946 FEBRUARY 1946
1946 MARCH 1946
1946 APRIL 1946
1946 MAY 1946
1946 JUNE 1946
1946 JULY 1946
1946 AUGUST 1946
1946 · SEPTEMBER · 1946
1946 · OCTOBER · 1946
1946 • NOVEMBER • 1946
1946 • DECEMBER • 1946
SUN
MON
TUES
WED
THUR
FRI
SAT
KFYO
LUBBOCK, TEXAS

AS ANOTHER YEAR GOES ROLLIN' ALONG

Remember . . .

AFFILIATED WITH

TAYLOR-HOWE-SNOWDEN

Radio Sales

1340 ON YOUR DIAL

AMERICAN BROADCASTING CO., INC. • LONE STAR CHAIN

VOICE OF THE SOUTH PLAINS OF TEXAS

FOOD BROKER FINDS RADIO GETS RESULTS

ONE food broker who uses radio, Kuehn-Hall Co., St. Paul reports surprising success with *Grocery Store Grab Bag* over KSTP.

Aired five days a week, from different Twin City grocery stores and transcribed, show is done by Randy Merriman, KSTP mc who recently completed a USO tour in the Pacific theater, with Glenn Harris announcing.

The pair, together with a recording engineer and full transcription equipment, move into the stores about 2 p.m. daily, and spend about an hour interviewing customers, make a quarter hour transcription and play it back at 5:15 p.m. the same day.

Four products get top billing on the program, Skippy Peanut Butter, Brite-ize Cleaner, Dromedary Ginger Bread Mix and Rumford Baking Powder, all distributed locally by the Kuehn-Hall firm.

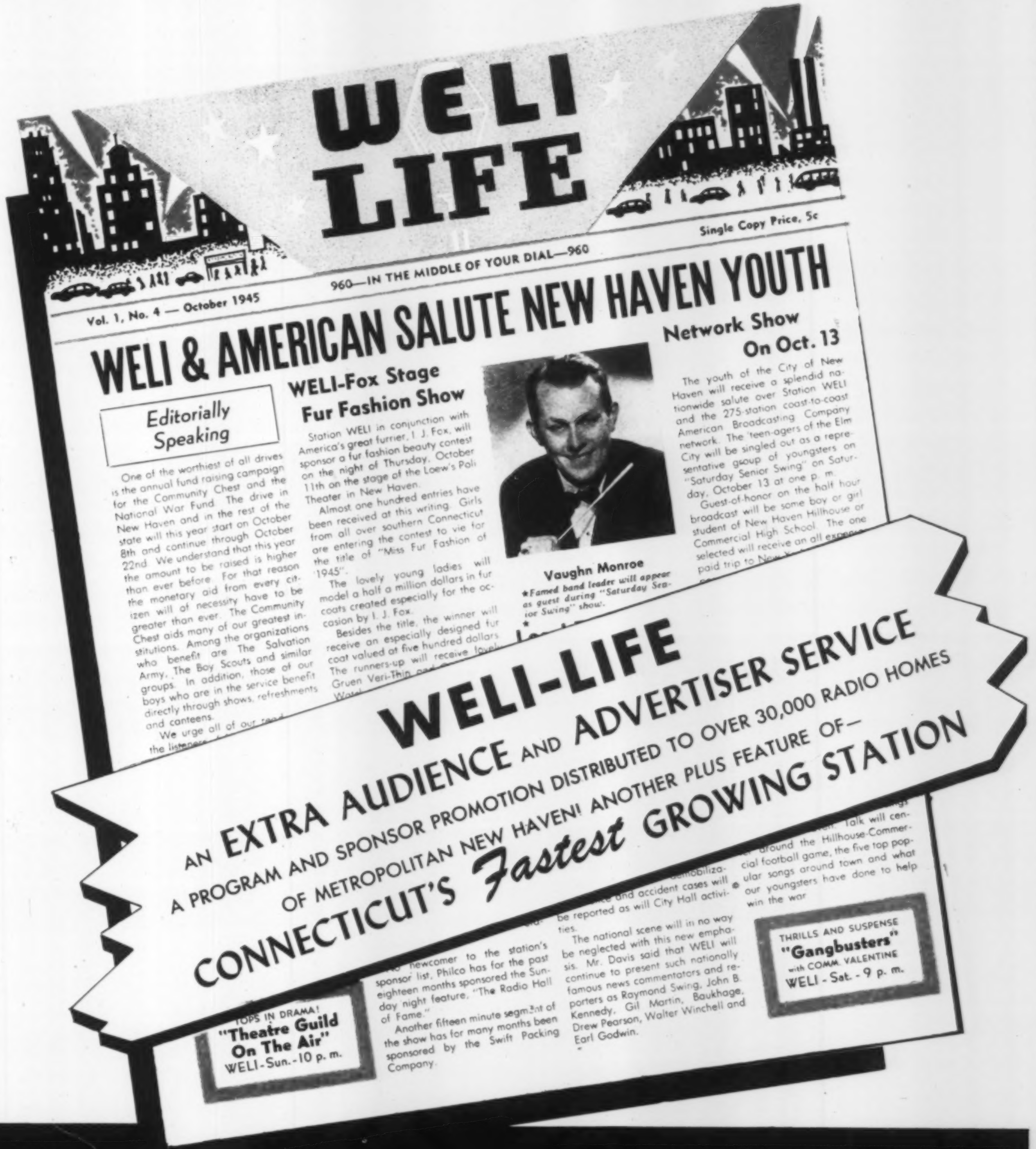
Straight commercials are almost always eliminated, with ad lib institutional and mentions found to be most effective as products are distributed to persons interviewed. Store banners, special product displays, window cards and a special "Kuehn-Hall Hostess" who assists performers on each show are among the merchandising ideas contributing to the effectiveness of the program. Sponsor has assigned a detail man to contact stores and set up displays in advance. In addition to effectiveness in selling sponsored products, show acts as outstanding merchandiser and good will builder with local merchants. It has proven particularly effective in introducing products not stocked by local stores.

Southwell to WCBW

JOHN SOUTHWELL, former television director of Young & Rubicam, New York, once with BBDO, New York, has joined WCBW, CBS video station, as a program director. Capt. Bob Benedick, AAF retired former cameraman and director at WCBW, has returned to station as director of mobile operations. Jerry Faust, engineer-actor, has joined WCBW staff as an assistant director. WCBW started series of basketball telecasts from Madison Square Garden Dec. 12, with Bob Edge handling commentary.

Feely Appointed

FRANK J. FEELY, manager of Western Electric Co.'s Specialty Products Shops in New Jersey, has been named manager of the company's electronic components manufacture. These manufacturing operations will be moved into a new plant to be built in 1946 at Allentown, Pa. Mr. Feely, with the company 25 years, has been responsible for much of Western Electric's production of radar and other electronic equipment for the armed forces since 1942.



WELI LIFE

Single Copy Price, 5c

960—IN THE MIDDLE OF YOUR DIAL—960

Vol. 1, No. 4 — October 1945

WELI & AMERICAN SALUTE NEW HAVEN YOUTH

Editorially Speaking

One of the worthiest of all drives is the annual fund raising campaign for the Community Chest and the National War Fund. The drive in New Haven and in the rest of the state will this year start on October 8th and continue through October 22nd. We understand that this year the amount to be raised is higher than ever before. For that reason the monetary aid from every citizen will of necessity have to be greater than ever. The Community Chest aids many of our greatest institutions. Among the organizations who benefit are The Salvation Army, The Boy Scouts and similar groups. In addition, those of our boys who are in the service benefit directly through shows, refreshments and canteens.

We urge all of our read…

the listeners…

WELI-Fox Stage Fur Fashion Show

Station WELI in conjunction with America's great furrier, I. J. Fox, will sponsor a fur fashion beauty contest on the night of Thursday, October 11th on the stage of the Loew's Poli Theater in New Haven.

Almost one hundred entries have been received at this writing. Girls from all over southern Connecticut are entering the contest to vie for the title of "Miss Fur Fashion of 1945".

The lovely young ladies will model a half a million dollars in fur coats created especially for the occasion by I. J. Fox.

Besides the title, the winner will receive an especially designed fur coat valued at five hundred dollars. The runners-up will receive lovel… Gruen Veri-Thin… Watch…

Vaughn Monroe

★Famed band leader will appear as guest during "Saturday Senior Swing" show.

Network Show On Oct. 13

The youth of the City of New Haven will receive a splendid nationwide salute over Station WELI and the 275-station coast-to-coast American Broadcasting Company network. The 'teen-agers of the Elm City will be singled out as a representative group of youngsters on "Saturday Senior Swing" on Saturday, October 13 at one p. m.

Guest-of-honor on the half hour broadcast will be some boy or girl student of New Haven Hillhouse or Commercial High School. The one selected will receive an all expense paid trip to New Y…

…and accident cases will be reported as will City Hall activities.

The national scene will in no way be neglected with this new emphasis. Mr. Davis said that WELI will continue to present such nationally famous news commentators and reporters as Raymond Swing, John B. Kennedy, Gil Martin, Baukhage, Drew Pearson, Walter Winchell and Earl Godwin.

…around the Hillhouse-Commercial football game, the five top popular songs around town and what our youngsters have done to help win the war.

…newcomer to the station's sponsor list, Philco has for the past eighteen months sponsored the Sunday night feature, "The Radio Hall of Fame."

Another fifteen minute segment of the show has for many months been sponsored by the Swift Packing Company.

TOPS IN DRAMA!
"Theatre Guild On The Air"
WELI-Sun.-10 p. m.

THRILLS AND SUSPENSE
"Gangbusters"
with COMM. VALENTINE
WELI - Sat. - 9 p. m.

WELI-LIFE

AN EXTRA AUDIENCE AND ADVERTISER SERVICE

A PROGRAM AND SPONSOR PROMOTION DISTRIBUTED TO OVER 30,000 RADIO HOMES OF METROPOLITAN NEW HAVEN! ANOTHER PLUS FEATURE OF—

CONNECTICUT'S *Fastest* GROWING STATION

WELI

NEW HAVEN, CONN.

BASIC MEMBER AMERICAN BROADCASTING COMPANY

NATIONAL REPRESENTATIVE: HEADLEY-REED COMPANY

IN THE MIDDLE 960 OF THE DIAL

IDEA: 1946

NBC Syndicated Programs...

Network-caliber Shows that Build Local Prestige

NBC Syndicated Programs have a great record of building great audiences in cities throughout the nation because they're powered by the same top quality of talent . . . writing . . . direction . . . that's packed into NBC's great network shows.

And each client gets exclusive rights to *his* show in *his* sales-territory . . . shares the expense with other advertisers in non-competitive areas. That's what makes the cost so small it's almost negligible.

No wonder NBC Recorded Programs are picked for prestige . . . sought-out for sales . . . by *national* advertisers who want to spot certain markets . . . *regional* advertisers whose distribution nixes the use of networks . . . *local* advertisers who want network-caliber shows for a nominal cost.

With such outstanding programs as *The Playhouse of Favorites, The Haunting Hour, Art Van Damme Quintet with Louise Carlyle* and *5-Minute Mysteries,* no wonder so many advertisers will welcome, look and leap at IDEA: 1946.

WRITE, WIRE OR PHONE FOR AUDITION RECORDS.

THE PLAYHOUSE OF FAVORITES . . . a prestige program with a solid commercial appeal . . . presents vivid dramatizations of the world's favorite stories . . . such as Dickens' *Tale of Two Cities* . . . Melville's *Moby Dick* . . . Jane Austen's *Pride and Prejudice*. Stories of adventure, haunting romance, sparkling comedy, are vehicles for famous stars like Will Geer, Wendy Barrie, Frances Hefflin. Schedule: 1 half-hour a week. Now available: 52 weeks of broadcasting.

THE HAUNTING HOUR . . . builds regular listener-tingling interest with original psychological mysteries . . . thrillers . . . crime crusade themes. It creates true-to-life characters, presents sociological and psychological problems. Top-flight writers originate imaginative scripts for such big radio-and-stage names as Eddie Nugent, Jean Gillespie. Each story complete in itself. Schedule: 1 half-hour a week. Now available: 52 weeks of broadcasting.

ART VAN DAMME QUINTET WITH LOUISE CARLYLE . . . a jet-propelled musical that "jumps with rhythm right out of this world." Pop songs . . . jazz classics . . . memory tunes . . . hits . . . interpreted by Art Van Damme and his famous swing accordion . . . Louise Carlyle with the warm, vibrant voice loved by millions of nation-wide network listeners . . . and a solid-sending quintet. Schedule for this traffic-stopper: 3 quarter-hours a week. Now available: 26 weeks of broadcasting.

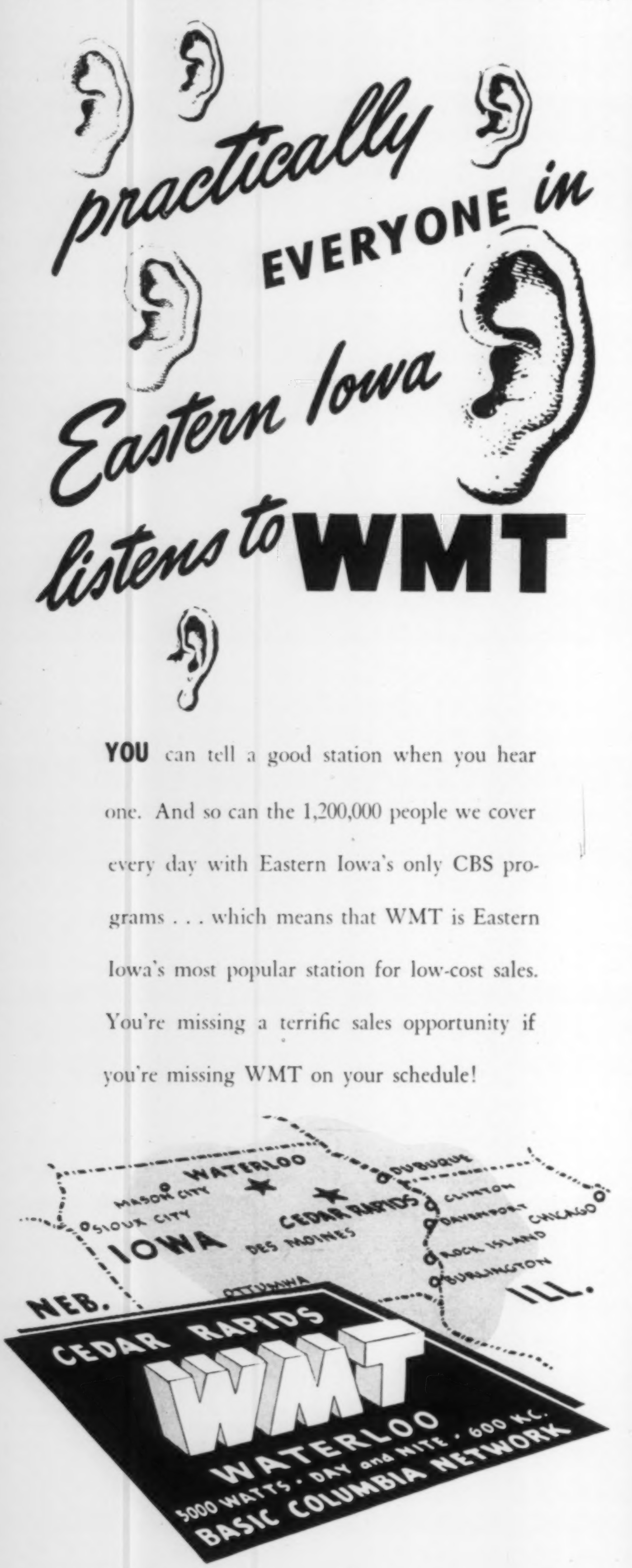
5-MINUTE MYSTERIES . . . packs all the appeal of a lengthy mystery program into 300 hair-raising seconds, for the sponsor who wants more than a spot announcement but less than a quarter-hour of radio time. New complete-in-5-minutes scripts by top writers are played by stars recruited from network shows. An original delayed-solution technique offers unusual commercial advantages. Schedule: Three five-minutes a week. Now available: 87 weeks of broadcasting.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco


practically EVERYONE in Eastern Iowa listens to WMT

YOU can tell a good station when you hear one. And so can the 1,200,000 people we cover every day with Eastern Iowa's only CBS programs . . . which means that WMT is Eastern Iowa's most popular station for low-cost sales. You're missing a terrific sales opportunity if you're missing WMT on your schedule!

KATZ AGENCY has all the details—contact them at once

WELCOME BACK to New York office of Free & Peters is extended Ewart M. Blain, discharged as artillery captain after 34 months in Pacific, by President H. Preston Peters of stations representatives firm. Shown (l to r) are Jones Scovern, New York sales manager; Mr. Blain; Art Barry, also back from Pacific after service as lieutenant commander; Mr. Peters; Terry Clyne, who served in Germany as lieutenant colonel.

Extension of Farm Broadcast Activity Is Urged in Resolution to NAB Board

EXTENSION of agricultural broadcasting activities within the NAB was urged at the Dec. 4-5 meeting of the Agricultural Directors Committee, held in Chicago [BROADCASTING, Dec. 5]. The committee passed a resolution laying out a program for immediate action.

Back of the resolution was the expressed desire to bring about closer relationship among commercial farm broadcasting, farmers, U. S. agencies and farm groups as well as advertising agencies and station management. Higher level of farm broadcasting is sought, along with use of the medium to promote understanding of farm problems.

The following program was recommended to the NAB board of directors:

1. The preparation of a brochure on agricultural broadcasting, stressing the factors contributing to a well-rounded and complete agricultural service by broadcasting stations; such presentation to be prepared for use by management and possible distribution to advertising agencies, listeners and others interested in farm broadcasting.
2. To develop closer working relations with the U. S. Dept. of Agriculture, other governmental agencies dealing with agriculture, and institutions of agricultural education and research.
3. To arrange periodic regional discussions or clinics, bringing together broadcasting management, farm radio broadcasters, representatives of the U. S. Dept. of Agriculture, other governmental agencies dealing with agriculture, institutions of agricultural education and research, farm organizations, farmers and ranchers and others interested in farm broadcasting; to examine the possibilities of extending the service of radio broadcasting to agriculture over commercial stations.
4. To establish for convenience of station management, a guide for determining qualifications of competent agricultural broadcasters.
5. To examine the NAB Standards of Practice as they apply to agricultural broadcasting.

In addition, your committee to maintain and extend the services of agricultural broadcasting recommends the ultimate establishment of:

1. An agricultural committee member for each of the Seventeen Districts of the National Association of Broadcasters to work with station management in the respective areas.
2. To plan for the establishment within the NAB, of an agricultural director.

Members of the committee follow: Larry Haeg, chairman, WCCO Minneapolis; Art Page, WLS Chicago; Bill Mosier, KJR Seattle; Bill Drips, NBC Chicago; Herb Plambeck, WHO Des Moines; Layne Beaty, WBAP Ft. Worth.

'Kyser Kollege' First

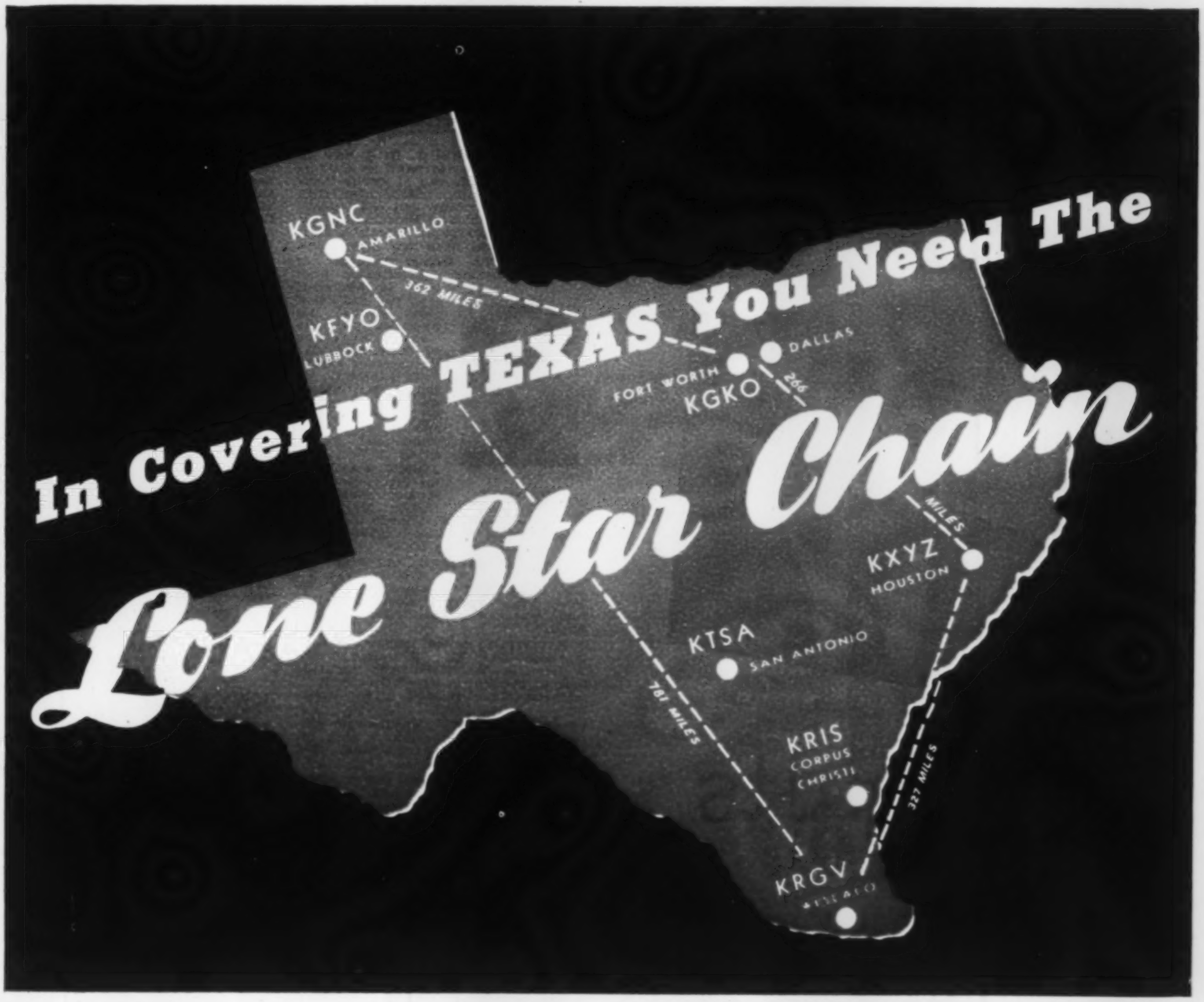
COLGATE - PALMOLIVE - PEET Co. *Kay Kyser's Kollege of Musical Knowledge* on NBC was first full program to be broadcast from an American military base during the period of World War II, the National Archives of the U. S. Government has announced. Transcription of first broadcast on Feb. 26, 1941, from the Marine base at San Diego, Cal., has been requested by Archives for posterity. Agency is Ted Bates Inc., New York.

Making Steel Talk

THE CHRONOVOX

coming soon!

In Covering TEXAS You Need The Lone Star Chain


KGNC
AMARILLO
362 MILES
KFYO
LUBBOCK
DALLAS
FORT WORTH
KGKO
266
MILES
KXYZ
HOUSTON
KTSA
SAN ANTONIO
781 MILES
KRIS
CORPUS
CHRISTI
327 MILES
KRGV
WESLACO

Texas is one of the greatest states in importance. A vast industrial development is underway, comparable to Texas' great cattle, farming, sheep raising, citrus, shipping, mining, and oil and gas activities.

So great are distances in Texas that folks in the Panhandle can be skiing in sub-zero temperature when grapefruit is ripening under an 80 degree sun in the Rio Grande Valley. Covering this vitally rich Southwest market, which includes an important part of Oklahoma, is the Lone Star Chain.

In addition to being economical and thoroughly effective, the Lone Star Chain is flexible. The chain consists of seven outstanding stations, but arrangements can be made to carry your programs on two or more of the basic stations plus any combination of the supplementary stations. Another advantage of the Lone Star Chain is that your program can be tailor-made for Texas. And this is important, if you want real results.

THE LONE STAR CHAIN

805-6 TOWER PETROLEUM BLDG., DALLAS, TEXAS
TELEPHONE RIVERSIDE 5663
CLYDE MELVILLE, MANAGING DIRECTOR
REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

Total Population Served	*6,481,300*

This comprises 38.5% of Oklahoma; 12% of New Mexico; 89% of Texas.

Total Effective Buying Income	*$5,861,157,000*

Representing 90% of Texas; 14% of New Mexico; and 29% of Oklahoma.

Total Dwellings	*1,764,984*
Total Radios	*1,188,518*
Urban Radios	*656,920*
Rural Non-Farm Radios	*244,019*
Rural Farm Radios	*287,579*
Retail Sales	*$2,628,805,000*

Representing 89½% of Texas; 16% of New Mexico; and 27% of Oklahoma.

KGNC
KGKO
FORT WORTH
KXYZ
KTSA
KRIS
CHRISTI
KRGV
KFYO

Fulton Lewis, jr.

Results tell the story...

The results enjoyed by the scores of local sponsors of FULTON LEWIS, jr., are a success story that would fill a book. . . . On 184 stations from Atlanta to Yakima FULTON LEWIS, jr., is doing an outstanding job for America's greatest variety of advertisers . . . a job that has gained for him the title of "America's No. 1 Cooperative Program." For immediate availabilities in a few choice spots —wire, phone or write . . .

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

MANAGEMENT

BRIG. GEN. LUTHER L. HILL, now on inactive status as reserve officer and former director of Bureau of Public Relations, War Dept. [BROADCASTING, Oct. 22], is to return Jan. 1 to executive post with Cowles Broadcasting Co. and Cowles newspaper interests. It is reported he may head radio operations.

Mr. Heintz

JACK HEINTZ, former manager of WCBS Springfield, Ill., released from Navy as lieutenant after two and a half years service, has been appointed manager of KTMS Santa Barbara, Cal. He succeeds **LOUIS F. KROECK**, resigned. Mr. Heintz was manager of WCBS for five years and prior to that commercial manager.

JIMMY BARBER, for eight years assistant manager of KGVO Missoula, Mont., has resigned to move to southern California. He plans to re-enter production and writing fields.

FCC COMMISSIONER CLIFFORD J. DURR will speak in Charleston, S. C., Dec. 17 under the auspices of the The New South Lecture Committee. His topic will be "Business and the New South".

J. B. CONLEY, general manager of KEX Portland, Ore., Dec. 8 addressed the Williamette Valley Forensic Institute held at the University of Oregon. Subject was "This Business of Broadcasting".

EMANUEL DANNETT, attorney for Mutual, is recuperating from a neck injury at Neurological Institute, New York.

CARL HAVERLIN, Mutual vice president in charge of station relations, leaves New York for the West Coast on Jan. 3 to attend the NAB district meetings.

GEORGE A. CROMWELL, former program and commercial manager of CHSJ St. John, N. B., has been appointed station manager. He succeeds **L. C. RUDOLPH.**

W. C. BORRETT, managing director of CHNS Halifax, has issued his fourth book "Down East" continuing stories he presents over air on program "Tales Told Under the Town Clock".

WALTER P. SPEIGHT Jr., general manager of WATL Atlanta, visited networks and agencies in New York early last week and was in Washington Thursday and Friday on FCC business.

FRANK E. PELLEGRIN, NAB Director of Broadcast Advertising, last week conducted a progress study of the Joske department store radio clinic in San Antonio. Clinic will complete its 12-month test period Dec. 31.

JUDGE ROY HOFHEINZ, owner of KTHT Houston, was host to a group of Washington radio officials and executives Dec. 5, with the piece de resistance Texas wild duck.

WILLIAM B. DOLPH, executive vice-president of WMT Cedar Rapids and head of William B. Dolph Enterprises, and Mrs. Dolph, will leave about Jan. 10 for an extended trip to Guatamala, Costa Rica and Mexico, which will include business enterprises contemplated in those countries.

MERLE JONES, Cowles Broadcasting Co. vice-president and general manager of WOL Washington, left Dec. 16 for Chicago meeting of NAB Code Committee. He will remain for the week on network business in addition to NAB meeting.

LT. DAVID E. TOLMAN, on leave from the law firm of Segal, Smith & Hennessey, last week returned to his civilian status after more than three years of Navy service as a reservist.

EARL H. GAMMONS, director of CBS Washington office, returned to work last week after a siege of influenza.

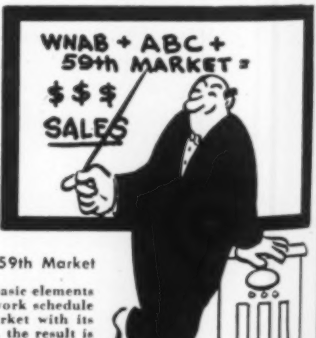
DONALD FLAMM, founder of WMCA New York, has entered the motor transport industry. He is president of Linn Sales Co., world selling agency for a new front wheel drive motor delivery coach and land yacht manufactured by Oneonta-Linn Corp., Oneonta, N. Y.

EDGAR KOBAK, Mutual president, visited Halloran General Hospital Dec. 12 where he addressed a group of convalescent servicemen on the art of selling themselves to employers following their discharge. Mr. Kobak left New York Dec. 13 for Washington, D. C., on a business trip, and is returning to New York Dec. 17 or 18.

KFXJ Studio Dedication Is Planned for Jan. 13

WITH extensive remodeling and construction of studio facilities nearing completion, KFXJ Grand Junction, Colo., plans formal dedication of its new theater studio Jan. 13. Colorado Governor John Vivian and Edgar Kobak, president of Mutual, are slated to participate.

Modernization program includes addition of three studios. One of these is an ultra-modern auditorium studio with walls of special design utilizing polycylindrical diffusers. A new Reuter pipe organ has been bought and new recording facilities including four Presto and two RCA turn-table units have been installed. Expanded office facilities will be available on ground floor of new studio building, into which the program and news departments will move Jan. 1.



Something you learn from experience on

WNAB

BASIC-AMERICAN IN
BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

It's as simple as A-B-C. When you add the basic elements of *sound local programming* to a basic-network schedule in America's 59th largest metropolitan market with its almost $100,000,000 in annual retail sales, the result is *results.*

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

Business Leaders plan for *Louisville!*

☆ The American Air Filter Co., Inc. *plans . . .*

RECONVERTING for good business ahead will be no problem for American Air Filter Company, Inc. We manufactured approximately $25,000,000.00 of war material, but we were fortunate in being able to produce during the war all of our standard lines of air filters and dust collecting equipment, which were furnished to practically every war plant in the country. Our direct war material included ship sections and deck structures for LST and Destroyer Escorts, tank ventilation units, airplane carburetor filters and aluminum balks, which is the roadway for the M-4 floating bridge. The demand for the highest efficiency in air cleaning and dust collecting equipment used in war plants necessitated a continual expanding research program, which enabled us to develop superior products, which are now available for peace-time demands.

One of our principal developments during the war was the electronic air filter, which has the highest efficiency in dust removal yet developed. This device will remove smoke, which is actually made up of minute solid particles.

During the war our production totaled about eight times the pre-war volume, and after cancellation of war contracts we are still operating at approximately three times the prewar level. While there was some cutback in our total employment following V-J Day, we are rapidly building up our force again, and within the not too distant future hope our total employment will exceed our highest war level.

W. M. REED, *President*

☆ The Logan Company *plans . . .*

THE Logan Company is definitely no "war baby." Established in 1776, as the Dow Company, its name was changed in 1925 but the operation is still the same.

We have divided our production into four divisions which enables us to avoid slack periods of employment. These four divisions are: conveyors, bedding, builders' iron (all except structural) and light metals (fire screens, etc.). By simply transferring our workers from one division to another we are able to maintain steady employment. During the war most of our material was produced for priorities and Government contracts. For this work we employed 550 people.

We have had very few conversion problems, with none at all in our conveyor division which accounts for practically 50% of our total production. There are slight problems in the bedding, builders' iron and light metals divisions but the solution of these will only require approximately 30 days when we are given a governmental go-ahead.

As soon as we get into full production we will employ around 600 people.

R. S. LOGAN, *President*

No. 10 in a series of messages about plans for Louisville

28
Plan for Louisville!

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal

THE LOUISVILLE TIMES

Radio Station WHAS

Merry Christmas
and
Happy New Year

PAUL H. RAYMER COMPANY

Editorial

Orchid for Guess-Who?

IT HAS NOT been the custom of this journal to say nice things about Commissioner Clifford J. Durr of the FCC. Mostly because we disagree with most of his viewpoints he has expressed about American broadcasting.

We may be feeling the holiday spirit prematurely this year. At all events, it's a pleasure to observe the Commissioner's honesty and consistency.

He practically never says anything with which we agree. That is consistency.

He practically always says out loud what he conjures in his secret mind. That is honesty.

Both virtues dignify him as a gentleman. Both virtues are worthy of emulation.

Now, if we could conjure up some way of leading him out of the wilderness and of converting him to the righteous cause which is *Radio by the American Plan* our satisfaction would be complete (well, nearly). For his holiday reading we commend the BBC editorial on this page, and perhaps President Truman's "Radio as free as the press" letter of last July.

A REVISED Government reorganization bill, which would empower President Truman to regroup, transfer or merge independent agencies, has been devised by House and Senate conferees. FCC now is among agencies which can be reorganized only under a separate legislative proposal. But it is not exempt. Whatever administration leaders may have in mind, it is to be hoped nothing will be done to remove FCC from its independent status to a political one under some other department or agency.

Wise Council

IN THE FOUR months that have elapsed since V-J Day when the last enemy of democracy capitulated, all the world has learned that emergency conditions didn't stop with the laying down of arms.

In radio that has been clearly demonstrated. While certain wartime restrictions have been relaxed or eliminated, the changeover to a peace-time economy is still ahead.

Thus the decision of the Advertising Council to continue its voluntary allocation activities, perpetuating the splendid plan developed perforce during the war, is a welcome one. Sponsors will be provided copy which they can accept or reject. Most of the peacetime public service messages will continue to originate from within the Government.

The service which the Council performed during the grim years, in sifting through multitudinous requests and releasing them on specific, scientific schedule, relieved broadcasters, sponsors and Government of many man-hours of conversation and conflict.

Even though the grueling war pace is over, we hope all in radio will get behind the peacetime Council operations with the verve and vigor the effort deserves. The job done under its auspices is one of the unsung phases of advertising's contribution in the great struggle.

Busy as a BBC?

THE FOLLOWING is an *Associated Press* dispatch from London, dated Dec. 5:

"The cost of the British Broadcasting Corporation for the year ended March 31, 1945, was $17,155,252.00."

The cost of American broadcasting system—including four major networks, five regional networks and 875 standard stations—during 1944 was $185,025,760.00 (FCC figures). In other words, American broadcasting costs considerably more in one month to operate than the BBC expends in a year.

And what does this expenditure mean? It means jobs—for writers, producers, musicians, performers, announcers, executives, for all manner of personnel employed in the art.

Moreover the figure, based on some 26,000 fulltime employes, does not include the thousands of executives, timebuyers, producers, script writers, announcers, musicians and technicians employed by advertising agencies, sponsors, program producers, transcription firms and other industries which actually are an integral part of the American system.

Is this, then, a system of broadcasting to be condemned—the system that attracts listeners through its virtues, and not through a tax? Is this a system to accept without challenge the loosely-phrased and uninformed criticism of such as Chairman Cannon of the House Appropriations Committee?

It was Chairman Cannon, whose frequent statements on full employment are well known, who said he preferred a state-owned system like the BBC to a private-owned system of broadcasting like America's. Did he know that he was speaking against the very principles he has expounded?

And even more intriguing than such a comment from a man in such a position is another dispatch, in which Harold J. Laski, chairman of the Executive Committee of the Labor Party in England, describes British radio as "a part of big business."

Mr. Laski goes on to say that the BBC is stunted by a policy of "for heaven's sake, let no one of any importance be offended to the slightest degree."

British listeners for years have complained about the dullness of the BBC program fare. Now there's a new basis of complaint, according to *Wireless World*. With the European war over eight months, says this technical journal, "complaints as to the poor quality of BBC transmissions are coming in thick and fast from many parts of the country." The journal continues that those who have tolerated six years of wartime conditions are now "out of patience with a system that sometimes fails even to afford intelligible speech."

Excessive use of recordings—another wartime hangover—also is cited by *Wireless World*. "The greatest asset of broadcasting is its power of presenting living actualities and failure to exploit this power is a psychological error of the first magnitude."

We can be thankful that in this nation, where free radio is practiced, offense is withheld from no one, regardless of the relative measure of his importance. Free radio is a check and balance against the evils of that importance. Free radio can speak without favor—and it can give meaning to the well-known economic principle that employment means prosperity.

Our Respects To —

LEONARD HAROLD MARKS

FULLY conscious of the surging swell of radio as it sweeps on to new and greater horizons, Leonard Harold Marks, assistant to the general counsel of the FCC, is traveling with the tide. In less than three years with the Commission, this personable young man—he is not yet 30—has taken on some heavy assignments and has become one of the ace radio lawyers in the government.

As anyone who sat in at the Crosley-Avco transfer or numerous other proceedings would have observed, Leonard Marks is alert, concise, impressive. His presentations are complete; his approach efficient. He knows his law and his radio. And he has a broad understanding of the problems.

He feels that radio has grown up a great deal in the last decade and that the time has arrived to give tangible recognition to that growth. He believes that licensees generally have developed an increasing recognition of their responsibilities as the importance of radio as a social force has been demonstrated so often in recent years.

Mr. Marks thinks the Communications Act of 1934, under which present policies are based, could stand some clarification in light of the changes that have taken place since the law was enacted. He points out that revocation of a license as penalty for violation of the rules, while infrequently imposed, is a much more serious thing today than when the law was written and that perhaps a system of fines, with provision for court review, would be fairer and just as effective.

Prices paid for stations today, he adds, would have been considered fantastic by the framers of the Communications Act. The Crosley-Avco case is a conspicuous example, he points out. Yet, the Commission must be guided by a 1934 law in passing on transfers. Revision of the Act might well incorporate an up-to-date policy for dealing with station sales.

Leonard Marks has a record for fine performance. Born in Pittsburgh March 5, 1916, he was second in his graduating class at the U. of Pittsburgh where he took his A. B. in 1935 and where he was elected to the Hall of Fame as a member of Omicron Delta Kappa, scholastic fraternity. He majored in political science, writing a thesis on outmoded parliamentary practices in Congress.

Aspirations for a journalistic career found expression in college activities. He was managing editor of both *The Life*, college yearbook, and *The Panther*, monthly magazine. In addition, he became associate editor of the *Pitt News*, the college newspaper. Incidentally, he paid his college expenses by adapting campus jokes for industries and selling them to trade

(Continued on page 56)

E CARTER PERKINS

God Bless Us Everyone!

● Charles Dickens' "Christmas Carol" is probably the best loved and most familiar Christmas story in the English language. In millions of homes, it has become a Yuletide habit to read aloud the story of Tiny Tim, Bob Cratchit and Old Scrooge.

● Habits are usually formed from the repetition of pleasant experiences. That's why WCBM has become "Baltimore's Listening Habit" and the same reason applies to the pleasure that we, at WCBM, derive from the Christmas habit of saying to you with Tiny Tim, "God bless us everyone."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

KANSAS CITY

IS A

K

O

Z

Y

MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Respects

(continued from page 54)

magazines for two dollars an item.

In 1935 he entered the university law school, graduating in 1938 with a straight A average, finishing first in his class and receiving the Order of Coif for meritorious achievement. His treatise, "The Law of Tenancy by the Entireties" was good enough to haunt him later in a court case which he lost when his opposing counsel referred to it for a significant citation.

Appointed a faculty fellow upon graduation, Mr. Marks squeezed in an hour a day teaching at the university for the next four years while getting his practical law experience with the firm of Reich & Miller. After an apprenticeship of six months during which he tried a case a day as defense counsel appointed by the court, he went to work on commercial cases. He handled many cases turned over to him by other lawyers, particularly those involving labor and taxation cases. His experience in this field has given him a high appreciation of the value of specialization—something he believes cannot be given too much emphasis in government administration.

Mr. Marks headed for Washington in July 1942 when he joined the legal division of OPA. He transferred to FCC in February 1943 as senior attorney in the Law Dept., becoming chief of the New Facilities Section in June 1944. He was promoted to his present post in March 1945. Last year he gave a course in Law of Domestic Relations at National U., a subject which, as a young bachelor, he relates with amusement, he is eminently qualified to teach.

One of these days, Leonard Marks is likely to join the busy ranks of Washington radio lawyers who practice before the Commission rather than under it. But it would not be surprising if he later enters the field of politics. He was raised in an atmosphere of politics, his father having been "town constable" in a local Pittsburgh ward for some 35 years. As a boy, he helped in getting out the votes, driving people to the polls, organizing campaigns. While a student he attended both national conventions.

At home in his apartment in the Dorchester House, Mr. Marks may be found on an evening reading from the works of Charles Lamb, his favorite author. For lighter reading, he particularly enjoys the "Tut and Mr. Tut" stories of Arthur Train. For exercise, he likes tennis.

BBC Spends 17 Million

BRITISH Broadcasting Corp. spent £4,288,813 ($17,155,252) in the year ended March 31. Of that total £1,474,612 went to artists, speakers and other program talent; £452,295 for performing rights; £68,621 for news royalties, and the rest for engineering, taxes, rents.

Prefer to Attend

TELEVISION will keep few people from attending major sports events when they are telecast, judging by the United Press "The Man in the Grandstand" question Dec. 11. Of the replies, most indicated they would prefer to see the game itself, with two indicating they might see fewer games but wouldn't stay away most of the time.

ANDERSON NAMED NEW WKBZ MANAGER

Mr. Anderson

Mr. Ashbacker

GRANT F. ASHBACKER, owner and general manager of WKBZ Muskegon, Mich., announced last week that he had appointed Leonard A. Anderson, Western Union superintendent at Grand Rapids, to take over general managership of WKBZ on Jan. 1.

Mr. Ashbacker, continuing as president of Ashbacker Radio Corp., licensee of WKBZ, said he plans to devote his time to development of a new FM station in Muskegon, for which a construction permit has been issued, and to develop better facilities and secure increased power for WKBZ, now operating with 250 w. Other plans, he said, include installation of another station in that area and setting up of Western Michigan Network "on a business basis." Network now operates from WKBZ with lines to WKLA Ludington and WTCM Traverse City.

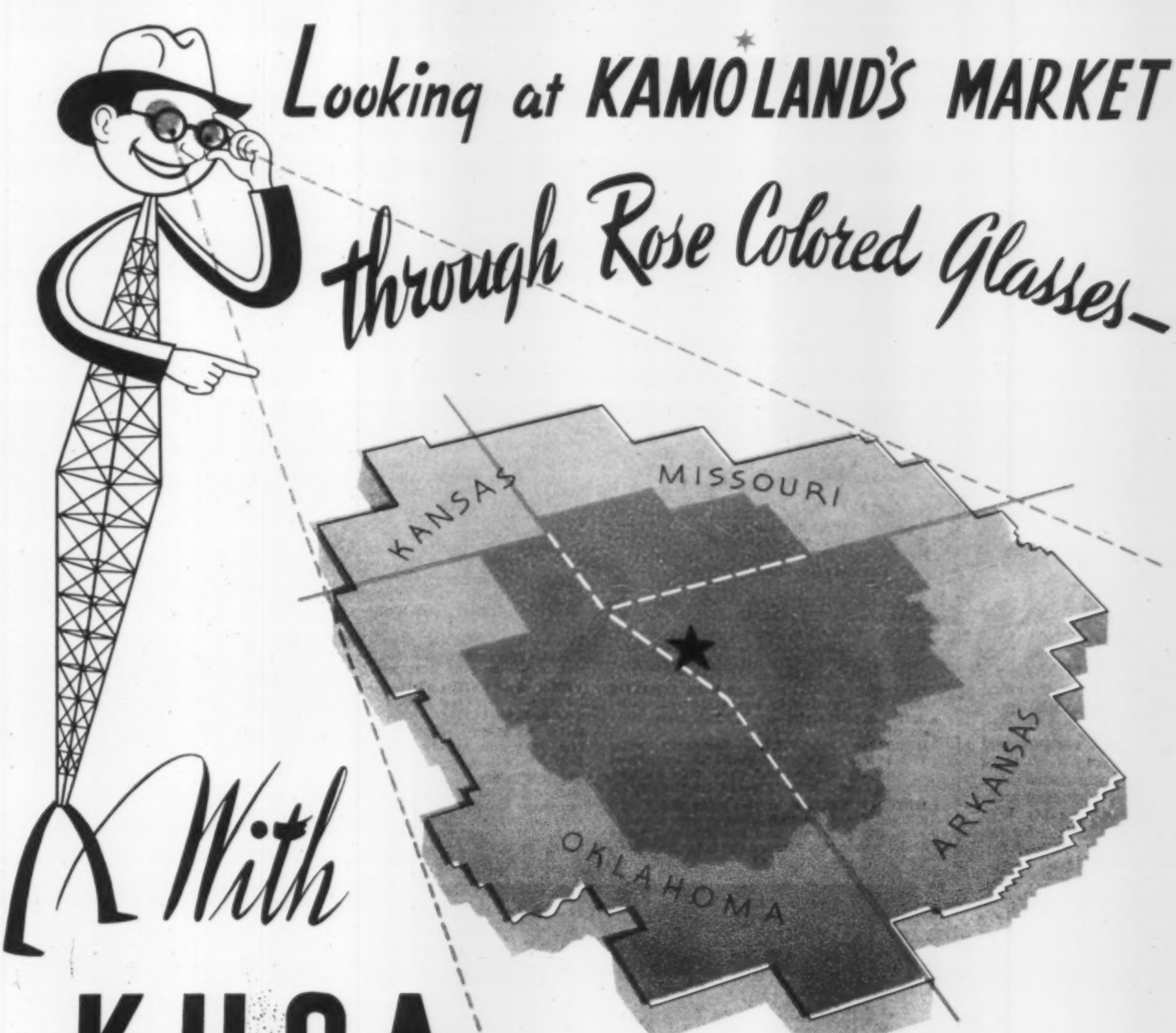
Mr. Ashbacker won a Supreme Court decision two weeks ago in his efforts to secure 1230 kc with 250 w for his Muskegon station, now on 1490 kc [BROADCASTING, Dec. 10]. In addition to WKBZ, Mr. Ashbacker owns half interest in Ludington Broadcasting Co., licensee of WKLA.

Mr. Anderson, new WKBZ general manager, was Western Union manager at Muskegon in 1935-36. For the past three months he has been at Western Union executive offices, New York, working on a new system for revision and issuance of operating instructions to all WU offices in the U. S.

Miss Noble Married

MISS JUNE NOBLE, daughter of Mr. and Mrs. Edward John Noble of New York, was married Dec. 8 to Lt. David Shiverick Smith, USNR. Mr. Noble is chairman of the board of American Broadcasting Co.

Looking at KAMOLAND'S MARKET through Rose Colored Glasses— With



KUOA 5000 WATTS

SOLID COVERAGE OF OVER ONE MILLION CUSTOMERS

Yes, when your sales-message is directed to the 1,220,958 people in the KAMO*LAND market area, you're going into the homes, stores and offices which control annually over $200,000,000 in buying power . . . a "rose-colored" sales-picture, indeed.

You see, KUOA is the ONLY radio station in its primary area which reaches easily into over 200,000 radio homes in four great states—Kansas, Arkansas, Missouri and Oklahoma!

Through the voice of KUOA, then, your products or services will get "first call" in the radio homes of this rich market area—resulting in your ultimate goal—INCREASED SALES. Let KUOA help *you* develop this outstanding market.

The Voice of . . . *
KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

A 5000 WATT STATION

KUOA

Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles

This week on KFI

A BRIEF REPORT FROM THE MOUNTAIN

Plans for Earle C. Anthony Co.'s new FM station are rapidly nearing completion. It will be located at the crest of Mt. Wilson, about half a mile from the world-famous Wilson Observatory. The proposed FM station will consist of three buildings to be constructed at a cost of $126,000 including technical equipment. When Mt. Wilson was selected as the site for the new FM station, KFI's Chief Engineers, H. L. Blatterman and Curtis Mason conducted extensive measurements throughout the area. Their interesting findings were presented at an open hearing on FM and Television held by the FCC in Washington early this year. We can modestly say that the Commission was pleased with these gentlemen's efforts which, by the way, represented the first of such tests to be made at an altitude of 5,728 feet and at 43.7 and 100 megacycles. Seymour Johnson has been appointed FM and Television Facilities Engineer.

A LITTLE FUN IN THE MORNING

Jack Latham who reports the doings in the movie capital on KFI's daily program called "Hollywood Fan Magazine" (Monday thru Friday 10:30 a.m.) dropped by the other day with a bright one. When RKO's star, Walter Slezak, made a guest appearance on "Hollywood Fan Magazine" recently, he threw the boys into a panic when he stated his greatest ambition as an actor was to play the life of sixteen year-old Sonny Wisecarver!

CLEAR CHANNEL
640 KILOCYCLES KFI 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

COMMERCIAL

DICK HARDING, recently released from AAF, has been made sales manager of KTMS Santa Barbara, Cal. Before entering the service in 1942 he was for seven years sales promotion manager of the Indianapolis Star. **WALTER GRAU**, for more than two years American Red Cross field director in Alaska, has joined KTMS as account executive.

WILLIAM T. KILDUFF has been appointed sales representative of WSAI Cincinnati. He served 42 months in Navy.

Mr. Kilduff

GEORGE E. HALLEMAN, salesman of Howard Wilson Co., Chicago, for two years, has joined the NBC Chicago spot sales department. He replaces **RUDI NEUBAUER** who moved to network sales.

GERVIS BRADY has joined WHBC Canton, O., as sales representative following release from Navy as PT boat commander. **COLLINS BELL** also is new sales representative for station after discharge from Army as sergeant.

BERNARD COONEY has been added to sales staff of KVOA Tucson, Ariz.

HUGH McCLUNG Jr., released from the Army as lieutenant, has joined the San Francisco office of W. S. Grant Co., station representative.

BILL DURBOROUGH and **BOB ROGERS** have been added to the sales and publicity department of KFXM San Bernardino, Cal.

HERMAN MAXWELL, formerly with WOR New York sales staff, has returned to station as account executive following two and a half years in the Navy.

HUGH J. STUMP in Navy for three and a half years as sub chaser commander in North Atlantic and Southwest Pacific and released as lieutenant (s.g.) has been added to sales staff of WKRC Cincinnati. He formerly had been with WMPS Memphis.

MILTON SEROPAN, with release from Merchant Marine, has returned to KPO San Francisco as account executive.

VERN A. LINDBLADE, with Army release, has rejoined KFAC Los Angeles as account executive.

DON STALEY, recently released from the Navy, has rejoined sales staff of KPO San Francisco.

ROBERT H. WESSON, program manager of KGO San Francisco, on Jan. 1 becomes sales representative of KGO and American spot sales in San Francisco. He has been with KGO since Sept. 1942.

ALLIED ARTS

JAMES M. VICARY, formerly with the research department of Crowell-Collier Publishing Co., New York, and before that with Benson & Benson, research organization, Princeton, has opened an office at 551 Fifth Ave., New York, to offer his services in the design and execution of market and opinion surveys.

L. GORDON DISTRIBUTING Co., Syracuse, has been appointed distributor in central New York state for Emerson Radio & Phonograph Corp., New York.

A. R. SORENSON, formerly on sales staff of Westinghouse Electric Corp. and Frigidaire division of General Motors Corp., has been placed in charge of home radio sales of Lear Inc. in Pittsburgh area.

NORMAN C. MACDONALD has been promoted to vice-president and general manager of the New York branch of Crosley Distributing Corp. For five years eastern regional sales manager, he is succeeded in that position by **SHERMAN A. BISHOP**, merchandise manager in eastern sales district.

MUSIC BROADCASTERS Inc., Salt Lake City, has acquired exclusive Muzak franchise for Salt Lake, Ogden and Provo. New wired music firm is principally owned by **JACK BURNETT**, commercial manager of KUTA Salt Lake City. Others interested are **FRANK CARMAN**, **DAVID SMITH**, **GRANT WRATHALL** and **JACK POWERS**, owners of KUTA.

ROBERT REICHENBACH, for three years publicity and public relations director for Army's Missouri Recruiting District and prior to that sales promotion director of KMOX St. Louis, has been appointed Hollywood division director of Universal Recording Co. He formerly operated his own recording firm in St. Louis. At one time he was sales promotion manager of CBS Pacific network and prior to that associated with Western Advertising, Pacific Coast publication.

Mr. Reichenbach

JOHN W. BODNAR, formerly handling RCA retail contacts in New York state, has been appointed manager of FM Radio & Television Corp. chain of retail radio set and service stores. Headquarters are maintained in Riverside, Cal.

ALVIN UNGER returns to Frederic W. Ziv Co. organization as manager of Chicago office to open Jan. 1. He served three and a half years in Army, is former Ziv sales manager.

CLINTON M. FINNEY, former president of Associated-Muzak Corp., New York, and its affiliated companies, has resigned and will serve the firms in consulting capacity following winter vacation.

EDWARD J. NOONAN, released from armed service, has reopened his market research service at 157 Federal St., Boston, for New England area. During war he was special agent with Army Counter Intelligence Corps, serving 20 months in ETO.

HALLICRAFTERS Co., Chicago, has opened the sales offices and showrooms for its Echophone division in the Diana Court section of Michigan Square Bldg. Location is headquarters for **PAUL ECKSTEIN**, Echophone sales manager; **ROBERT H. CAMPBELL**, midwest sales manager of home radio division, and Williams Export Assoc., export department of Echophone headed by **T. F. WILLIAMS**.

NUMBER 1, Volume 1 of a new publicatiton, "Telectronic News", to be published periodically by Television Film Industries Corp., New York, has just been issued. Founders of the company publishing the magazine are George H. Cole, Walter J. Lynch and George D. Cody.

I-O-WAY! I-O-WAY! Thats where the tall corn grows

The New Way to REACH IOWA
The Agricultural Center of the World

Iowa Tall Corn Network
8
Successful Radio Stations with "Neighborly" Selling Power

KBUR Burlington
KROS Clinton
KDTH Dubuque
KVFD Fort Dodge
KFJB Marshalltown
KBIZ Ottumwa
KTRI Sioux City
KICD Spencer

Representatives
GEORGE W. WEBBER
401 - Shops, Des Moines, Iowa
WILLIAM G. RAMBEAU CO.
Chicago, Los Angeles, New York

WCKY
the 50,000 watt voice of Cincinnati

STILL CLIMBING!

AS PUBLISHED IN BROADCASTING NOVEMBER 19TH.

	Sets in Use	WIBC	Station "B"	Station "C"	Station "D"
Average — Dec., 1944, thru April, 1945	16.3	18.4	19.5	34.2	17.0
April-May	15.4	21.4	18.5	34.1	16.0
May-June	15.7	21.7	19.7	35.6	14.6
June-July	13.9	22.0	18.6	36.3	13.7
July-Aug.	16.0	29.3	18.7	30.6	14.8
Aug.-Sept.	16.4	29.2	18.8	29.0	14.6
Sept.-Oct.	14.8	29.5	16.8	28.7	14.4

FASTEST GROWING AFTERNOON AUDIENCE IN INDIANAPOLIS

Proof that WIBC's rapid rise to top position in Indianapolis afternoon listening audiences is no "flash in the pan" is the steady climb this station has **earned** since April.

In this period, WIBC, **and only** WIBC, has enjoyed a consistent month to month gain totaling 8.1. Good programming, and an alert consciousness of the public interest have combined to make WIBC "tops" in listeners' favor, and "tops" in advertising investment for this area.

Ask your Blair man for further facts.

Owned and Operated by the Indianapolis News

JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

SPONSORS

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges), in a $900,000 mid-winter campaign to promote navel oranges, is making extensive use of radio along with other advertising media nationally. Group on Dec. 17 starts a radio schedule including spot announcements and participation in programs on more than 30 stations in leading eastern and midwestern markets. Utilizing educational slant and the familiar slogan, "Best for Juice and Every Use", campaign continues through February. Foote, Cone & Belding, Los Angeles, services account.

LUFT TANGEE (Canada) Ltd. (lipsticks), plans to use radio in 1946 advertising campaign. Firm now sponsors half-hour Sammy Kaye "Tangee Time" on six Canadian stations.

BRIDGEPORT Brass Co., Bridgeport, Conn., is developing national campaign for Aer-A-Sol insecticide bomb following sales tests in New York, Chicago and New England markets. Radio will be used.

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), has appointed Frank Oxarart Adv., Los Angeles, to handle advertising. Largest portion of advertising budget will continue to be used for radio.

BEN HUR PRODUCTS Inc., Los Angeles (coffee), after a two month lapse, on Feb. 18 resumes for nine weeks heavy spot announcement campaign on approximately 50 western stations. Agency is Foote, Cone & Belding, Los Angeles.

NATIONAL STEEL CONSTRUCTION Co., Seattle, has appointed Botsford, Constantine & Gardner, Seattle, to handle advertising for its automatic electric water heaters. Radio will be utilized along with other media in Washington, Oregon, Idaho, Montana and Utah.

COMDR. R. C. McKEE has rejoined Standard Oil Co., Indiana, as assistant advertising manager after four and one-half years Navy service in Europe, Pacific and Washington.

REPUBLIC PICTURES Corp., New York, to coordinate advertising, publicity and exploitation activities, has appointed **MILTON SILVER** as executive assistant to **STEVE EDWARDS**, newly appointed director of advertising and publicity; **EVELYN KOLEMAN**, publicity manager; **BEATRICE ROSS**, exploitation manager; **DENNIS CARLIN**, advertising manager, and **NICK de MANCZUK**, art department manager.

RECORD-ALBUM-OF-THE MONTH, New York, through newly appointed agency, The Chernow Co., New York, is planning campaign to include network show and New York spot campaign. Specific plans will be worked out by the agency around Jan. 15.

CHARLES F. CUSHING, former distribution manager of Bryant Heater Co., has joined Payne Furnace Co., Beverly Hills, Cal., as vice-president and assistant general manager.

LORENZO CELLA, former vice-president of eastern division of Roma Wine Co., has assumed duties as president of newly formed Cella Vinyards Co. in California. **MAJ. JOHN B. CELLA**, with release from armed forces, will be associated with his father.

EDDIE MEYER, Los Angeles (auction of used airplanes), following a test is using heavy schedule of daily spot announcements on six Los Angeles area stations. List includes KGFJ KIEV KXLA KFOX KMTR KFAC, with a 60-minute Sunday recorded musical program on KFAC. Advertisers Production Agency, Los Angeles, has account.

E. J. BRACH & SONS, Chicago (candy), effective Dec. 27 cancels "Swing's the Thing", broadcast past year on 11 Mutual stations Thursdays 9:30-10 p.m. CST. Show originates from WGN Chicago. Company has no plans at present for another show. Agency: Hill Blackett Co., Chicago.

FREDERIC W. ZIV Co., Cincinnati, has announced following new business for 52 weekly episodes of transcribed half-hour "Boston Blackie" series: Masey's Jewelry Store, on KQW San Francisco, placed through McCann-Erickson; Master Cleaners & Dyers, 52 weekly episodes on WDAD Indiana, Pa.; Stillicious Chocolate Products, through Meland & Hobbs, Minneapolis, on WLOL Minneapolis; stations KTAR Phoenix and KXOA Sacramento, Cal.

HOOT GIBSON'S PAINTED POST, Studio City, Cal. (western dance pavilion), Dec. 5 started sponsoring twice-weekly half-hour remote broadcast on KPAS Pasadena, Cal. Twice-weekly half-hour recorded music program and two daily quarter-hour series also are being used on that station. Agency is Hammel & Hammel, Los Angeles.

F. S. McCARTHY, recently discharged from RCAF, has joined Canada Dry Ginger Ale Ltd., Toronto, as advertising manager.

FRONTENAC BREWERIES, Montreal, has started morning and evening newscasts week-ends on CFCF Montreal to give weather reports to ski enthusiasts. Agency is Vickers & Benson, Montreal.

ALLCOCK LAIGHT & WESTWOOD, Toronto (sporting goods), has started weekly ski newscasts and interviews with ski experts on CKEY Toronto. Account placed direct.

LILLIAN ROHRT, recently with Royal Norwegian Air Force, has been appointed advertising assistant to **HEDLEIGH T. VENNING**, general sales manager of Shirriff's Ltd., Toronto (food products).

J. A. SIMARD & Co., Montreal (Blue Mountain coffee), is starting spot announcement campaign on seven Quebec stations. Agency is F. H. Mayhurst Co., Montreal.

R. W. BROWN, recently discharged from Canadian Army as lieutenant, has rejoined Canada Packers Ltd., Toronto (meat products), as advertising manager.

NEW ACCOUNTS for "A Date With Music", transcribed series produced by Charles Michelson Inc., New York, includes Kay Preparations, New York, one weekly for 13 weeks on WMAS Springfield, Mass., and following local sponsors: Diamond Dry Goods Co., five weekly for 26 weeks on KTAR Phoenix, Ariz.; Mierow's Jewelry Store, two weekly for 26 weeks on KMO Tacoma, Wash.; Gold Medal Baking Co., one weekly for 13 weeks on WARM Scranton, Pa.; The Borden Co., two weekly for 26 weeks on KTSM El Paso, Tex.; Melim Service & Supply Co., KGU Honolulu, T. H., one weekly for 52 weeks; Falls City Brewing Co., two weekly for 52 weeks on WIRE Indianapolis; Falls City Brewing Co., one weekly for 52 weeks on WPAR Parkersburg, W. Va.; Falls City Brewing Co., one weekly for 52 weeks on WJLS Beckley, W. Va.; Jackson Brewing Co., three weekly for 52 weeks on WWL New Orleans and one weekly for 52 weeks on WNOE New Orleans; The Big Jack Manufacturing Co., one weekly for 52 weeks on WOPI Bristol, Tenn.; Clearweave Hosiery Stores, two weekly til forbid on WPEN Philadelphia; The Highland Dairies, two weekly til for-

(*Continued on page 62*)

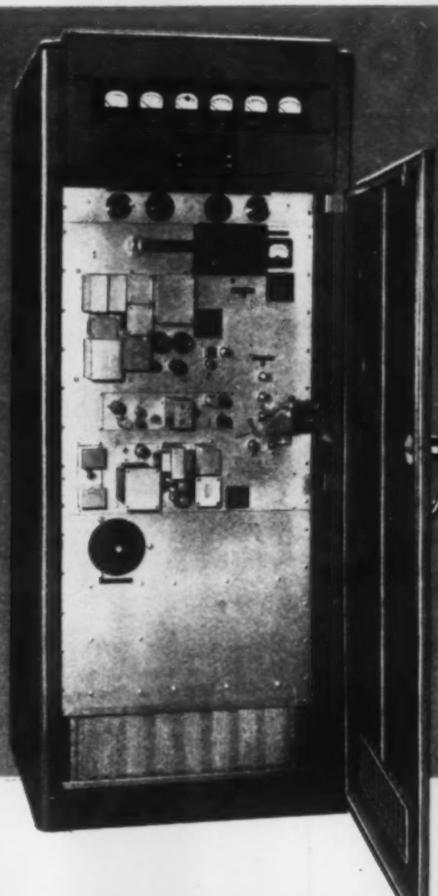
WINN
LOUISVILLE
Home of the
Kentucky Derby
AMERICAN
WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
★
HARRY McTIGUE
General Manager

winged words
The further they fly, the feebler they become . . . fifty miles may make them strangers . . . close to home they're robust and welcome. Radio has its local loyalties, too. People in Canton, Ohio listen more to WHBC . . . this area's clearest signal . . . a strong, friendly voice for your sales story. WHBC can help you tap this 286 million dollar market . . . 59th in U. S. metropolitan tabulations. Come in . . . WHBC, Canton calling . . . come in AND SELL! Represented nationally by BURN-SMITH CO., Inc.
1000 WATTS FULL TIME
CANTON • OHIO
whbc
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!
BASIC STATION MUTUAL NETWORK

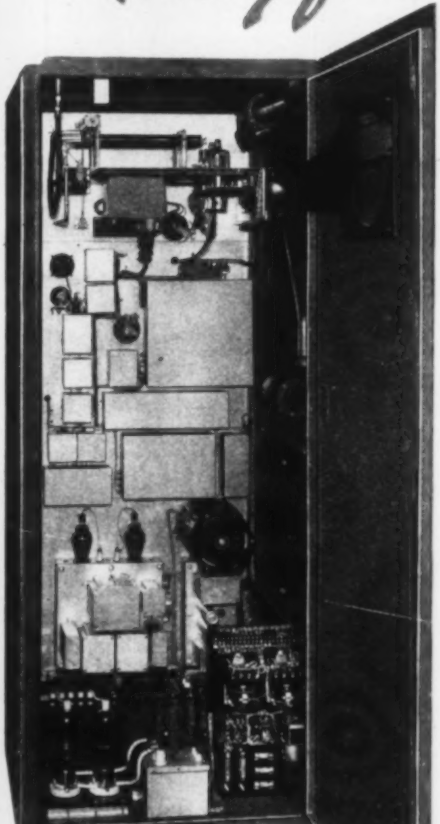
HORACE N. STOVIN
AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

See!

The New TEMCO
High Fidelity
FM BROADCAST TRANSMITTER



*Ready for delivery**



MODEL 250 BCF 88-108 MEGACYCLES

TEMCO proudly presents this outstanding achievement in FM engineering—the result of 10 years of pioneering in custom-built, superlative communication equipment.

HIGHLIGHTS OF THE TEMCO 250 BCF

- **Normal rated output power 250 watts. Maximum rated output power 375 watts.**
- **Continuous monitoring of the carrier frequency by a center frequency deviation meter calibrated directly in cycles.**
- **An exciter unit — heart of the transmitter—characterized by tuning simplicity accomplished by employing only 4 stages to raise the primary oscillator frequency to the carrier frequency.**
- **A new circuit of technically advanced concept which maintains a high degree of center frequency stabilization without introduction of distortion.**
- **Peak efficiency and great dependability are obtained by the use of new miniature V-H-F tubes in the exciter.**
- **Improved design in the IPA and PA stages eliminating tank radiation, feedback, radio frequency and high voltage potentials from the tank circuits and transmitter frame.**

*A limited quantity of the TEMCO Model 250 BCF will be available for January delivery. Orders will be filled in rotation as received. ACT NOW. Place your order at once.

NOW ON DISPLAY FOR YOUR INSPECTION.
Phone or wire for an appointment.

TEMCO

RADIO COMMUNICATION EQUIPMENT
TRANSMITTER EQUIPMENT MFG. CO., INC.
345 Hudson Street, New York 14, N. Y.

The Voice of Baltimore

W

★ WATTS 5000, 600 K.C.
DAY AND NIGHT

C

★ COLUMBIA
BASIC OUTLET

A

★ AMERICA'S
6th CITY

O

★ OLDEST
STATION IN
MARYLAND

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

SPONSORS

(*Continued from page 60*)

bid on KMAC San Antonio; Rusan's Womens Clothing, one weekly for 26 weeks on KHQ Spokane, Wash.; Maxwell Bros. Furniture Co., one weekly for 26 weeks on WMAZ Macon, Ga.; San Joaquin Baking Co., three weekly for 26 weeks on KFRE Fresno, Cal.

REGINA TIERNEY, formerly with Lehn & Fink Products Corp., and for past year with Affiliated Products (cosmetic division of American Home Products Corp., New York), has been appointed to direct the advertising programs of the cosmetic lines of company.

Miss Tierney

T.P.U. CREAMS, Los Angeles (foot cream), on Jan. 1 starts twice-weekly participation in "Norma Young's Happy Homes" on KHJ Hollywood. Contract is for 52 weeks. Agency is Western Adv., Los Angeles.

HAL ROACH STUDIOS, Culver City, Cal. (institutional), on Jan. 6 starts a schedule of weekly transcribed announcements on WJZ WMAQ KHJ WENR. Contracts are for 26 weeks. Western Adv., Los Angeles, has the account.

MENTHOLATUM Co. Inc., Wilmington, Del. (Mentholatum), on Jan. 1 expands "Mentholatum Mountaineers" on 39 Don Lee Pacific stations, Mon.-Wed.-Fri. 10:30-10:45 a.m. (PST) to Mon. through Fri. 10:30-10:45 a.m. (PST). Agency is J. Walter Thompson Co., New York.

CURTIS PUBLISHING Co., Philadelphia, will use one-minute spots and five-minute shows to promote series "My Three Years With Eisenhower" starting in Dec. 15 issue of the Saturday Evening Post and written by Capt. Harry C. Butcher, naval aide to General Eisenhower, on 67 stations Dec. 12-14. "Listening Post" on American will devote entire quarter-hour Dec. 12 to the article. Campaign for the ten-installment series also includes 37 daily newspapers. Agency is BBDO New York.

STUDYING TERMS that bring the Ferry-Morse Seed Co. "Garden Gate" program back to CBS on Jan. 19, is Sherwood Reekie of MacManus, John & Adams, agency for account; and looking on (l to r): Tom Williams, star of show; Leon Levine, CBS assistant director of educational programs; Nick Keesely, CBS manager of program sales; and John J. Karol, CBS sales manager. Program will be on network on Saturday, 9:15-9:30 a.m.

W. A. SHEAFFER Co., Madison, Ia. (pens, pencils, inks), Dec. 16 started sponsoring new NBC half-hour "Sheaffer Parade" program starring Carmen Cavallaro, pianist. Featured vocalist is Gloria Foster. Max Hill, commentator, presents five-minute news summary cut-in from Chicago. Russel M. Seeds Co., Chicago, handles account.

SYLVANIA ELECTRIC PRODUCTS Corp., New York, started Monday through Friday one-minute announcements on WNEW WHN WINS WLIB New York on Dec. 10 to continue through Jan. 30, 1946. Agency is Newell-Emmett Co., New York.

DONALD S. FROST, after recent discharge from Navy as lieutenant, has been appointed assistant director of advertising and market research of Bristol-Myers Co., New York. Before entering Navy Mr. Frost was with Young & Rubicam, New York, as head of market research department and later in traffic department.

SOUTHERN FRUIT Distributors Inc., Orlando, Fla. (growers of oranges, grapefruit, tangerines), has appointed S. Duane Lyon Inc., New York, to handle its advertising. Company starts participations Dec. 18 on the Bessie Beatty program on WOR New York, five times weekly, 10:15-11 p.m. Further radio plans are being considered.

CAROLENE PRODUCTS Co., Litchfield, Ill., will begin sponsorship Jan. 7 of new interview series "Shopping With the Missus," thrice weekly 3:30-3:45 p.m. (CST) on WBBM Chicago. Broadcast from Chicago and outlying retail grocery stores through facilities of WBBM mobile unit, show features Cliff Johnson's interviews with housewife doing her daily shopping. Contract for 52 weeks was placed by Henri, Hurst & McDonald, Chicago.

THE FAIR STORE, Chicago (department store), has signed with WBKB Chicago, television station, for three month presentation of Friday 7:30-7:45 p.m. "Let's Go Teleshopping," effective Dec. 7. Series is merchandise presentation experiment.

LOS ANGELES NUT HOUSE, Los Angeles (retail), Jan. 7 starts sponsoring daily participation in combined "Sunrise Salute" and "Housewives Protective League" programs on KNX Hollywood. Contract is for 52 weeks. Firm

(*Continued on page 64*)

SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of
115,000 to 125,000 population

12TH IN POPULATION...

- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income

THE SELLING POWER IN THE BUYING MARKET

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

FOUR TOP MARKETS!

Central Kentucky
WLAP Lexington, Ky.

Amarillo
KFDA Amarillo, Tex.

The Tri-State
WCMI Ashland, Ky.
Huntington, W. Va.

Knoxville
WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

YOU MAY BE ABLE TO CAST A JAVELIN 253 FEET*—

BUT—YOU CAN'T BROADCAST FROM DETROIT OR CHICAGO INTO WESTERN MICHIGAN!

Even signals from 50,000-watt giants in "outside" cities fail utterly to penetrate the area of *fading* around this section. Regardless of anything you hear to the contrary, *no* "outside-the-wall" station can deliver a substantial coverage of Western Michigan listeners to its advertisers.

The indisputable fact is that this rich market can be really covered only through *local* stations.

The *best* available coverage of Western Michigan is through the CBS combination of WKZO in Kalamazoo and WJEF in Grand Rapids—each with bell-clear signals in its particular market, and both at a bargain rate per thousand radio homes. Let us give you *all* the facts—or just ask Free & Peters!

** 253 feet 4½ inches: record set by Matti Jarvinen, Finland, June 18, 1936.*

WKZO

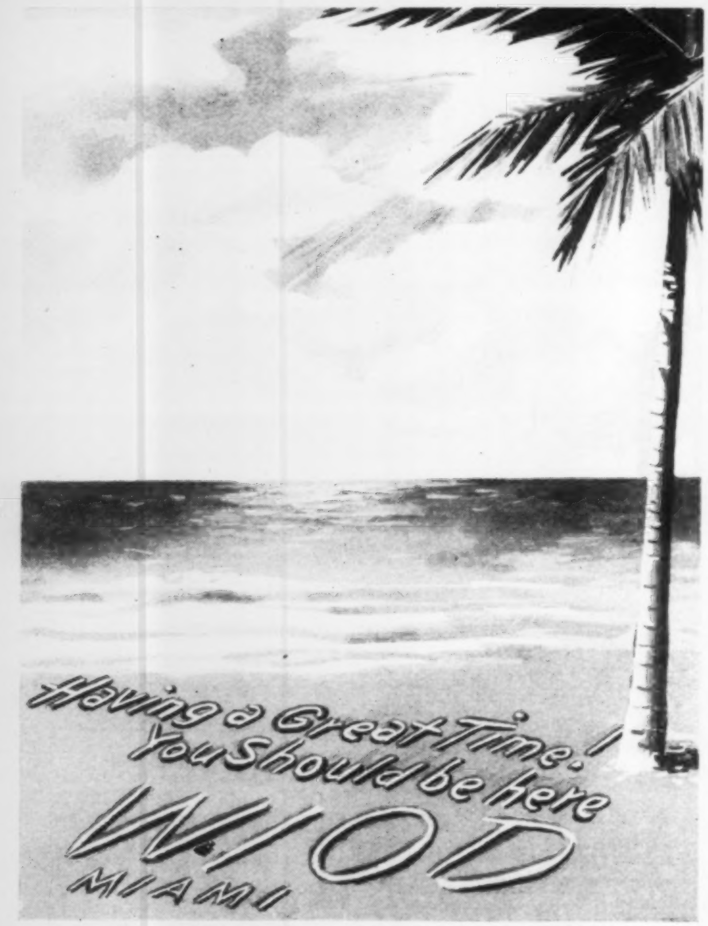
CBS – FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



A MERRY CHRISTMAS

You've made it a great one for us

IT'S MUTUAL . . . PITTSBURGH, PA.

Sponsors

(*Continued from page 62*)

also sponsors participation five times weekly in "Art Bakers Notebook" on KFI Los Angeles. Agency is Brisacher, Van Norden & Staff, Los Angeles.

SAFEWAY STORES, Winnipeg (chain), has started quarter-hour morning program "Aunt Mary" on CKY Winnipeg five days weekly. Account placed by J. Walter Thompson Co., Montreal.

PROVINCIAL TRANSPORT Co., Montreal (highway buses), has started thrice-daily weather and highway conditions broadcasts on CJAD Montreal and will broadcast sudden changes in weather affecting highway service on emergency schedule. Account placed by Stevenson & Scott, Montreal.

GRACE BROS. BREWING Co., Santa Rosa, Cal., Jan. 6 starts weekly quarter-hour town gossip commentary by Herb Caen, columnist on the San Francisco Chronicle, on KPO San Francisco for 52 weeks. Agency is Garfield & Guild, San Francisco.

JACKSON'S NAPA SODA Co., Napa, Cal. (beverages), has started Charlie Arlington's weekly quarter-hour "Taking in the Town" on KFRC San Francisco. Contract is for 52 weeks. Agency is Ralph G. Cahn Co., San Francisco.

ATLAS BREWING Co., Detroit, has signed with WJBK Detroit for schedule of spot announcements in English and 13 foreign languages.

FOOD FAIR STORES Inc., Philadelphia, has resumed intensive local advertising with release of rationing restrictions. Firm is now using Sunday 4-4:30 p.m. "The Haunting Hour" on KYW Philadelphia. Contract for 52 weeks was placed through J. M. Korn Co., Philadelphia.

SALERNO-MEGOWEN BISCUIT Co., Chicago, replaces "Songs You Remember" on WGN Chicago, Mon., Tues., Thurs., Fri., 10-10:15 p.m. (CST) with transcribed Milt Herth Trio program. Agency, Schwimmer & Scott, Chicago.

42 **PRODUCTS Inc.**, Los Angeles (hair oil, shampoo), Dec. 2 started sponsoring five-weekly station break announcement schedule on KNX Hollywood. Contract is for 52 weeks. Hillman-Shane-Breyer, Los Angeles, has account.

OLSAN'S FURNITURE Co., Riverside, Cal., currently is sponsoring "Hi-Ho Show", weekly remote broadcast from stage of Riverside Theater, on KPRO Riverside.

BLUE MOON FOODS Inc., Chicago, effective Dec. 31 participates in "Housewives' Protective League" and "Sunrise Salute" shows six days weekly on WBBM Chicago. Contracts for 13 weeks placed by Reincke-Ellis-Younggreen & Finn, Chicago.

ROBERT SIMPSON Co., Toronto (chain department store), Dec. 18 starts "Christmas Carols Community Singing" from its Toronto store on seven Ontario stations for six days 9:10-9:30 a.m. Agency is Locke Johnson Co., Toronto.

J. C. BUMBERG, former advertising and sales promotion manager of Ajax Tire & Rubber Corp. and Westminster Tire Corp., New York, has been released from AAF as staff sergeant.

WOLCOTT & Co., Los Angeles (retail jeweler), new to radio, Dec. 7 started sponsoring six-weekly quarter-hour newscast by Van Des Autels on KFAC Los Angeles. Contract is for 52 weeks. Agency is The Tullis Co., Los Angeles.

KELLY KAR Co., Los Angeles (used cars), adding to heavy local schedule on Dec. 5 started for 52 weeks sponsoring five-weekly transcribed repeat of Raymond Swing on KECA Hollywood. Agency is The Tullis Co., Los Angeles.

MONROE W. GREENTHAL, released from the Army, has been appointed director of advertising, publicity and exploitation for United World Pictures, New York.

JIM DOLEN, Los Angeles (used car dealer), is sponsoring schedule of 21 daily one-minute transcribed spot announcements on local stations KXLA KFVD KRKD KGFJ KIEV KMTR. Contracts are for 52 weeks. Firm also sponsors two 60-minute Sunday recorded musical programs on KFVD. Smith, Bull & McCreery, Hollywood, has account.

FRONTIER FOODS Corp., Phoenix (potato chips), Dec. 3 started sponsoring thrice-weekly quarter-hour newscast on KOY Phoenix. Contract is for 52 weeks. Agency is Garfield & Guild, Los Angeles.

WHITMAN PIANO Co., Los Angeles (retail), adding to local schedule on Jan. 6 starts weekly quarter-hour program of recorded music on KFAC Los Angeles. Firm also uses six weekly spot announcements on that station. The Tullis Co., Los Angeles, has account.

SOUTHERN PACIFIC Co., San Francisco, in a continuing campaign is using 10 one-minute spot announcements weekly on KMPC Hollywood. Contract is for 13 weeks. Agency is Foote, Cone & Belding, San Francisco.

STANDARD OIL Co. of California, San Francisco, Dec. 10 started using thrice-daily spot announcements on KFAC Los Angeles. Contract is for 52 weeks. BBDO San Francisco has the account.

NETWORK ACCOUNTS

New Business

S. C. JOHNSON & SON, Brantford, Ont. (floor polish), Jan. 7 starts "Qui Suis-je?" on 6 CBC French network stations Mon. 9:30-10 p.m. Agency: Vickers & Benson, Montreal.

S. & W. FINE FOODS, San Francisco, Dec. 24 starts for 52 weeks, "Rex Miller—News", on 39 Don Lee Pacific stations, Mon.-Wed.-Fri. 9:15-9:30 p.m. (PST). Agency: Brisacher, Van Norden & Staff, San Francisco.

W. A. SHEAFFER PEN CO., Madison, Ia. (pens and pencils), Dec. 16 started for 52 weeks "Sheaffer Parade" on 142 NBC and CBC stations Sun. 3-3:30 p.m. Agency: Russel M. Seeds Co., Chicago.

POPULAR HOME Products, New York (Staze dental adhesive), Jan. 19 starts new musical variety program on full American network for 52 weeks, Sat. 9:30-10 a.m. Title of program undecided. Agency: Raymond Spector Co., N. Y.

GENERAL MOTORS Corp., Dayton (Frigidaire division), Jan. 6 starts for 52 weeks "Hollywood Air Theatre" on full CBS network Sun. 2:30-3 p.m. Agency: Foote, Cone & Belding, N. Y.

Net Renewals

CARTER PRODUCTS, New York, on Jan. 6 renews for 52 weeks Jimmie Fidler on American stations, Sun. 9:45-10 p.m (EST). Agency: Small & Seiffer, New York.

FORD MOTOR Co., Dearborn, Mich., Dec. 1 renewed for 13 weeks "Ford Sunday Evening Hour" on full American network Sun. 8-9 p.m. Agency: Kenyon & Eckhardt, N. Y.

BRISTOL MYERS Ltd., Montreal (Sal Hepatica, Vitalis), Jan. 1 renews "Alan Young Show" on 26 CBC Dominion network stations Tues. 8:30-9 p.m. with repeat to Pacific coast 11:30 p.m.-12 midnight. Agency: Ronalds Adv. Co., Montreal.

MILES LABORATORIES Inc., Toronto (Alka Seltzer), Jan. 5 renews "National Barn Dance" on 26 CBC Dominion network stations Sat. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

STANDARD BRANDS Ltd., Montreal (Chase & Sanborn coffee, Tenderleaf tea), Jan. 6 renews for one year "Edgar Bergen and Charlie McCarthy Show" on 28 CBC Trans-Canada stations Sun. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

STERLING DRUGS Inc., Windsor, Ont. (Bayer Aspirin), renews on Jan. 1 for one year "Secrets du Dr. Morhanges" on 3 CBC French network stations Tues. 8-8:30 p.m. Agency: Dancer-Fitzgerald & Sample, Chicago.

NBC Xmas Video

TWO CHRISTMAS programs on NBC television were presented on its video station, WNBT New York, Dec. 9. "The Strange Christmas Dinner", adapted from the story by Margaret Cousins in this month's issue of Good Housekeeping Magazine, told the story of a modern Scrooge. "The Television Christmas Shopper", public service program, gave a preview of popular merchandise for the family now available in leading department and gifts stores.

NBC Speakers

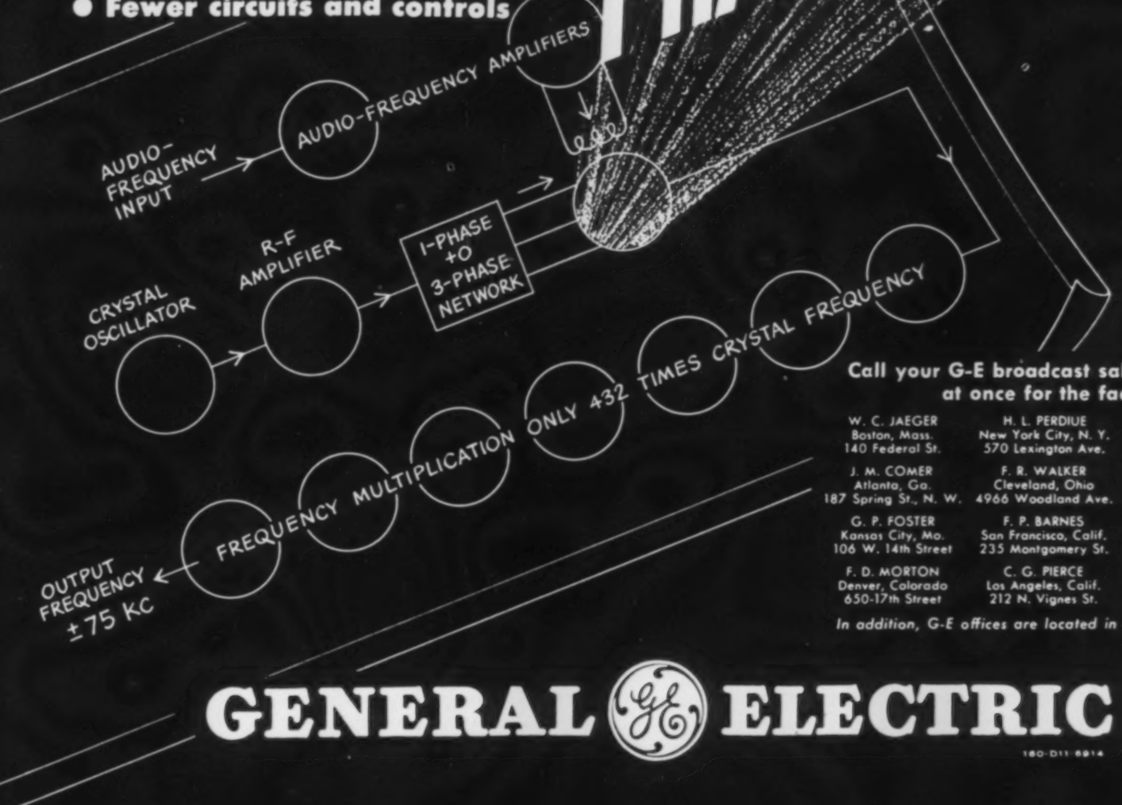
RAYMOND F. GUY, NBC radio facilities engineer, addressed the New Jersey State Board of Professional Engineers and Land Surveyors on television, FM and international broadcasting Thursday, Dec. 13. Doris Ann, assistant employment manager of NBC, also spoke Dec. 13 on broadcasting opportunities to patients in the rehabilitation wing of the Army's Staten Island Area station hospital.

This is it — THE SYSTEM THAT REVOLUTIONIZES FM BROADCASTING

A combined achievement of Zenith Radio Corporation and General Electric Company

- **Direct crystal control**
- **One crystal**
- **Modulation independent of frequency control**
- **Less distortion**
- **Lower noise level**
- **Greater frequency stability**
- **Fewer tubes**
- **Fewer circuits and controls**

PHASITRON!


AUDIO-FREQUENCY INPUT
AUDIO-FREQUENCY AMPLIFIERS
CRYSTAL OSCILLATOR
R-F AMPLIFIER
1-PHASE
TO
3-PHASE
NETWORK
FREQUENCY MULTIPLICATION ONLY 432 TIMES CRYSTAL FREQUENCY
OUTPUT FREQUENCY
±75 KC

Call your G-E broadcast sales engineer at once for the facts

W. C. JAEGER
Boston, Mass.
140 Federal St.

H. L. PERDIUE
New York City, N. Y.
570 Lexington Ave.

J. E. HOGG
Seattle, Wash.
710 Second Avenue

J. M. COMER
Atlanta, Ga.
187 Spring St., N. W.

F. R. WALKER
Cleveland, Ohio
4966 Woodland Ave.

M. L. PRESCOTT
Washington, D. C.
806-15th St., N. W.

G. P. FOSTER
Kansas City, Mo.
106 W. 14th Street

F. P. BARNES
San Francisco, Calif.
235 Montgomery St.

S. W. POZGAY
Chicago, Ill.
840 So. Canal St.

F. D. MORTON
Denver, Colorado
650-17th Street

C. G. PIERCE
Los Angeles, Calif.
212 N. Vignes St.

J. H. DOUGLAS
Dallas, Texas
1801 N. Lamar St.

In addition, G-E offices are located in all principal cities

GENERAL ELECTRIC

180-D11-6914

It's
CASH-IN-THE-HAND
Time
IOWA
ILL.
WTAD
QUINCY
MISSOURI
for WTAD listeners

Now is the time to sell here in the heart of the corn belt. Bumper crops have swelled farm incomes . . . food processing plants and factories are going full speed.

Hooper Station Listening Index shows that WTAD overwhelmingly dominates the rich Quincy market with more listeners than all other stations in the area combined! WTAD listeners are responsive . . they can buy . . Let WTAD tell them *your* sales message!

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD
QUINCY Illinois
930 K.C. 1,000 Watts
CBS Affiliate
The Katz Agency, Rep.
A Lee STATION

PRODUCTION

EBERLE T. SHIELDS, released from service, has returned to KFXM San Bernardino, Cal., appointed program director. In Army Ground Forces for a year, he was radio director at Camp Anza, Cal. **PAUL C. LYNDE**, former announcer with station before entering AAF, returns as production manager and chief announcer. He was pilot in Aleutian troop carrier squadron for 18 months.

HOWARD CLANEY, announcer on Bayer Co. "American Album of Familiar Music" on NBC, won second prize at 13th Annual Exhibition of Allied Artists in Jamestown, Pa., for his black and white painting called "Confusion on a French Road."

LEROY SHIELD, former director of music for NBC central division and previously in same post in Hollywood, has been transferred to New York as music contractor for the network in that city. He succeeds **H. LEOPOLD SPITALNY**, who was fined $1,000 and suspended from his contracting duties for a year by the New York local of AFM for alleged violation of union rules.

LT. HOWARD MILLER, released from the Navy following three and a half years' service and former owner of WGIL Galesburg, Ill., has joined WIND Chicago as program director.

BILL HAWES, former idea man for **RALPH EDWARDS**, m.c. for Procter & Gamble Co. "Truth or Consequences" program on NBC, has been released from Navy and returned to program.

CAL TINNEY, cowboy humorist-philosopher, returns to American network in a co-operative program "Relax With Cal Tinney," five times weekly 6:45-7 p.m. with a live repeat at 11:15 p.m. effective Jan. 7. Program replaces "Adventures of Charlie Chan."

LORETTO BROPHY of the staff of DuMont television station WABD New York addressed the radio workshop group of the College of New Rochelle on subject of television Dec. 12. Miss Brophy graduated from New Rochelle in 1944 and is one of the youngest directors in television.

DICK DE FREITAS, WHN New York announcer, is father of a boy born Dec. 8.

DON HYDE, Naval Reserve lieutenant and Pacific veteran, is new announcer at WOWO Fort Wayne, Ind. He formerly was with WHK Cleveland.

JANE C. HILEMAN succeeds **WALTER A. BOWMAN** in continuity and publicity post at WMMN Fairmont, W. Va.

FRANCIS HARDEN, announcer at WGST Atlanta, Ga., is father of a boy.

BEN SLACK resumes program direction at KVOA Tucson, Ariz. He has been on loan to KTAR Phoenix until return of **HOWARD PYLE**, KTAR program manager and war reporter **CLARK HAYDEN**, acting KVOA program director, resumes post of music director. **WALLY JOHNSON**, in NBC San Francisco newsroom and ex-Marine sergeant, joins KVOA as announcer and writer. **VERNON YOUNG** has been added to staff as announcer, writer and classical music consultant. **DON GRAHAM**, former Boston announcer, is new member announcing staff as also is **JEAN BARRY**.

DICK WARNER, announcer at WGST Atlanta, Ga., is father of a girl.

ANN HERBERT is new member of continuity staff of KIRO Seattle, Wash. She formerly was with KIDO Boise, Ida., and KJR Seattle.

CLEVE G. STILWELL, formerly of CFNB Fredericton, N. B., has joined CHSJ St. John, N. B., as program director.

WITH his niece, Betty Mears, continuity writer of KOMO Seattle, Gen. Jonathan M. Wainwright poses after releating experiences as a prisoner of the Japs in an interview on KOMO with Ross McConnell, station news chief, during Seattle Victory Loan appearance.

TOM ELVIDGE, head of the continuity editorial department for WBBM-CBS Chicago, has resigned effective Dec. 10 to become head of continuity acceptance for WGN Chicago. In heading new department at WGN, he will work with **WILLIAM FISHER**, WGN continuity editor. Succeeding him at WBBM is **ROBERT HARTMAN** who held post before entering Navy.

DON REBER, former announcer at KOVO Provo, Utah, has been appointed program director of KVNU Logan, Utah.

FRANK HARMS, formerly with WMC Memphis, **RAY HUTCHISON** from WCSH Portland, Me., and **BOB TREVOR** of WFBR Baltimore are new additions to announcing staff of WITH Baltimore.

CHARLES PICKENS, staff pianist at WHBC Canton, O., has returned to station following Navy service of three years. **JAMES ROBERTS**, released from AAF as captain, joins WHBC announcing staff.

BILL O'HALLORAN, former combat reporter for Stars & Stripes with 44th Infantry Division, is new addition to continuity staff of WOW Omaha. Before service he was with KGNF North Platte, Neb. (now KODY).

DAVE ZIMMERMAN, senior announcer of WWJ Detroit, has returned to station after nearly four years' service in the Army. He was in ETO, advanced from private to first lieutenant and won Bronze Star.

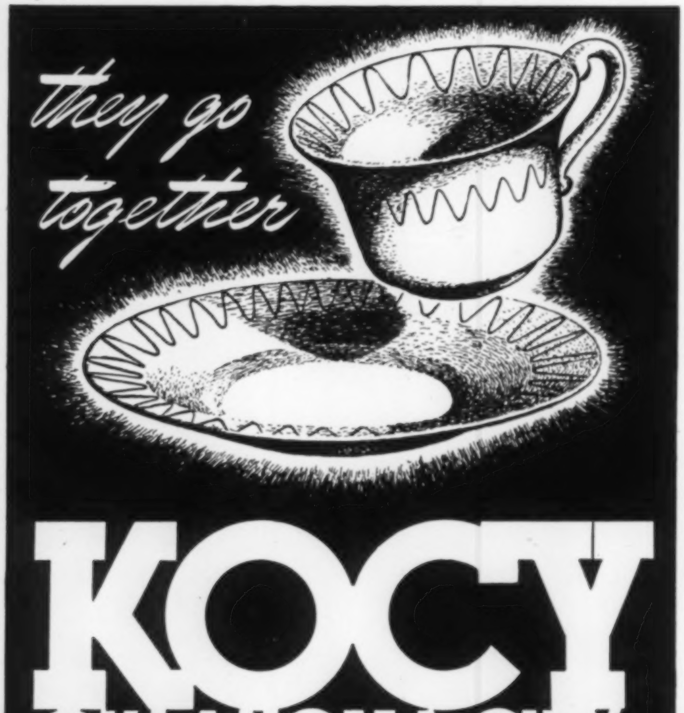
DOROTHY GORDON, conductor of "Youth Forum" on WQXR New York, spoke on "Radio and Youth" at a meeting of the Hunter College Elementary School Parent & Teachers Assn. Dec. 11.

THEODORE G. SCHNEIDER, former night manager of WHN New York and recently discharged from Navy after three years service, has rejoined station as chief announcer and daytime operations manager.

AIME GAUVIN, recently discharged from Army, has returned to WHN New York as announcer.

LARRY ALGEO, program producer at WRGB, General Electric television station in Schenectady, will address a luncheon meeting of American Television Society on programming and pro-

(*Continued on page 69*)



WBNX
DAILY PROGRAMS IN
Italian Polish
English
German Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

MILE HIGH FARMER

"Hal" Renollet talks each morning to 1,119,400 farm and ranch families

They don't all listen, but mail from 25 states and 2 Canadian provinces proves that a lot of them do. That's important because 57% of the population is rural in KOA's vast bailiwick.

And the varied fare "Hal" Renollet serves them suits not only cattlemen and ranchers but proprietors of the small, rich farms in the "sure-crop" area—that ½ of all the irrigated land in the U. S. which is within reach of KOA's 50,000-watt signal. Mail from the womenfolk, too, shows that the recipes, homemaking hints and handicraft ideas that Hal dishes out are more than welcome.

What they like best is that Mr. Renollet is one of them. Core of many a broadcast is a transcribed interview, made at stock show, farm or ranch. On this and many counts, "Mile High Farmer" is a unique farm radio service, and it pleases . . .

--No wonder KOA's FIRST!

First in PROGRAMS

First in LISTENER LOYALTY

First in COVERAGE

First in POWER

and, for all these reasons . . .

FIRST IN DEALER PREFERENCE

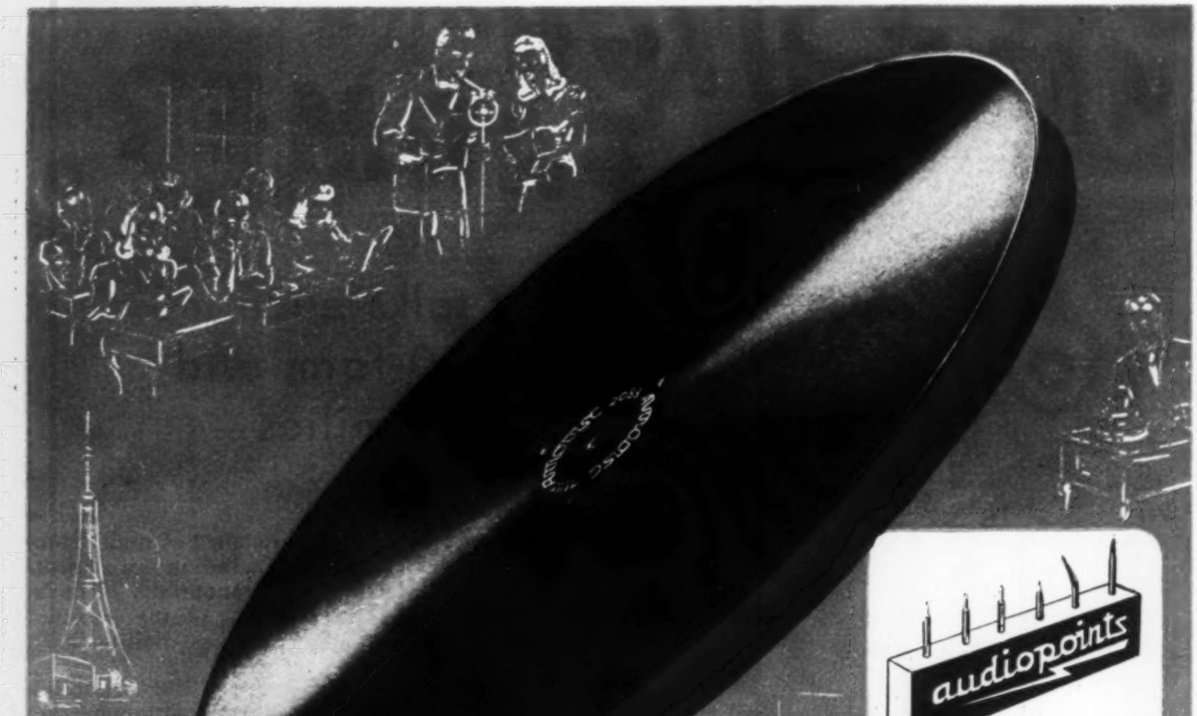
(Ross-Federal figures prove it)

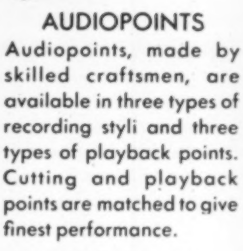
FIRST in DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES





AUDIOPOINTS

Audiopoints, made by skilled craftsmen, are available in three types of recording styli and three types of playback points. Cutting and playback points are matched to give finest performance.

RECORDING POINTS

SAPPHIRE NO. 14, for professionals, designed to give proper thread throw No finer made.

STELLITE NO 34, professional type. Cuts quiet, shiny groove for several hours.

DIAMOND-LAPPED STEEL NO. 50, cuts a fine, quiet groove, gives from 15 to 30 minutes actual recording time.

PLAYBACK POINTS

SAPPHIRE NO. 113, finest obtainable. Complete fidelity and minimum disc wear.

BENT SHANK NO. 154, for heavy pickups.

STRAIGHT SHANK STEEL NO. 151, for light pickups.

Audio's resharpening and repolishing services give real economy in the use of **AUDIOPOINTS,** Nos. 14, 34 and 113. Consult your local dealer.

There Is An Audiodisc And An Audiopoint For Every Recording Need

AUDIODISCS have all of the features essential to high fidelity recording. A superior lacquer is applied by a unique process that gives a flawless surface. In cutting, the thread throws well and there is no static. In playback, whether at once or in the future, there is low surface noise. Their playback life is unequalled. There are six types of AUDIODISCS:

RED LABEL tops all accepted quality standards for professional use. Double-sided in 6½", 8", 10", 12" and 16" diameters.

SINGLE FACE RED LABEL brings new economy to applications requiring but one side. 12" and 16" diameters.

YELLOW LABEL, Double-sided blanks of uniform quality and "wide latitude." Extra-fine adjustments unnecessary. Sizes as Red Label.

REFERENCE permits extreme economy in test-cuts, filing and reference recordings. Double-sided in 10", 12" and 16" diameters.

MASTERS for choice copies (pressings) after electroplating. Double or single face in 12", 13¼" and 17¼" diameters.

BLUE LABEL best discs at low cost. Thin aluminum base, same recording lacquer as professional AUDIODISCS. 6½", 8" and 10".

All AUDIODISCS are manufactured on aluminum base—and glass base too, except for the 6½" and Blue Label type.

AUDIO DEVICES. INC.. 444 MADISON AVE., N. Y. C.

they speak for themselves **audiodiscs**

PRODUCTION

(Continued from page 66)

duction Dec. 19 at the 400 Club, New York. Topic is "Building a Television Show From an Idea."

HARRY C. LEVIN, former regional station relations chief for OWI, has been appointed head of New York radio department of the Victory Clothing Collection, conducted for overseas relief by the United National Clothing Collection Inc., New York.

TOM HANLEY, sound technician of Don Lee Broadcasting System, Hollywood, is father of a girl born Dec. 2.

BILL RODDY and **EDDIE KING**, recently discharged from the Army, have rejoined KPO San Francisco as announcers.

FRANK KENT, staff announcer of WPEN Philadelphia before enlisting in the Army, is now producing three regular shows for AFN Munich, a 100,000 w station. He reports station may soon be short-waving shows to the U. S.

ROY LaPLANTE, former announcer of WFIL Philadelphia just released from the Army, is father of a boy.

LEONARD McLAIN, organist at WCAU Philadelphia, has resigned effective Jan. 1.

RICHARD SANVILLE, CBS director, has been appointed in charge of the radio production course at New York U. radio workshop.

CHARLES POWERS, recently discharged from the Navy and formerly director of radio shows at Young & Rubicam, New York, has joined production department of American.

ADRIENNE AMES, WHN New York commentator, will write a column called "Between You and Me" for the new Fascination magazine, starting Jan. 1.

BOB SUTTON, released from Navy, rejoins production staff of WCCO Minneapolis. He has been in Navy since 1941. **JACK NADEAU**, former WCCO transcription librarian, rejoins staff in production department following Army discharge.

CHUCK LUEDKE and **BRAD WILLIAMS**, discharged veterans, are new writers with KUTA Salt Lake City. **WILLIS BLANCHETTE**, also released from service and formerly with KGVO Missoula, Mont., is new KUTA announcer.

LOU MARSH, program director at WMRN Marion, O., has returned to that post following 22 month's service in Navy.

ERIC PAIGE, announcer at WMRN Marion, O., Dec. 1 married Sue Delsantro of Willoughby, O.

ROGER STONER, program director of WJXN Jackson, Miss., is father of a girl. Mrs. Stoner, the former Rosalea Prewett, was one time staff violinist at KWTO Springfield, Mo.

KLAUS LANDSBERG, television director of W6XYZ, Hollywood television station operated by Television Productions Inc., subsidiary of Paramount Pictures Inc., is in New York for video conferences.

PATRIA LINDEN, formerly with WPAT Paterson, N. J., and KTSA San Antonio, is now presenting woman's views of the news Monday through Saturday on WOAI San Antonio.

MAJ. WARREN WADE, on terminal leave after three and a half years service in Army Signal Corps, has returned to WNBT New York, NBC video station, as executive producer.

T/SGT. JACK KREUCHEN, after three years in Pacific area operating AFRS stations, is now completing transcriptions at AFRS Los Angeles to be sent to Tokyo on conditions here. With discharge he will resume radio work in Hollywood.

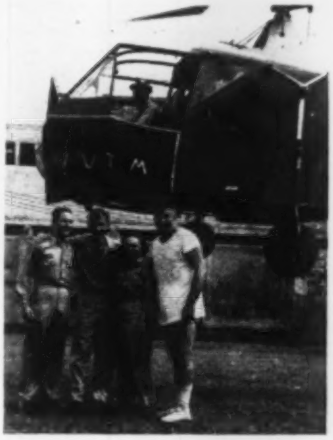
BOB CUNNINGHAM, recently released from the Navy as lieutenant with public relations office, has returned to WBBM Chicago as chief announcer. **HARVEY CAREY**, who has been acting in that position, becomes his assistant.

KIRBY CUSHING has rejoined WNEW New York production department after two years in Army.

PERRY WARD, m.c., of American daily series, "What's Doin' Ladies?", has been named general chairman for annual Salvation Army Christmas Toy campaign for eleven western states. Handling Salvation Army's participation in radio campaign is **LYNN CHURCH**, territorial public relations officer and former program director of KFRC KYA San Francisco.

Sports From Air

USEFULNESS of a helicopter in broadcasting sports events is being tested by Army Radio Station WVTM, Radio Manila, which may use plane in covering Philippine Olympics Dec. 21-31. Shown beneath helicopter are (l to r) Lt. Harold Salkin, Brooklyn, supply officer, Headquarters, AFRS; Announcer Fred Barr, formerly of WWRL Woodside, N. Y., and KROD El Paso; Publicity Director Jessie E. Stearns, formerly of CBS and WLS Chicago; Freddy Fitzsimmons, baseball star, now civilian instructor for Army in Manila.



NEWS

RALPH ANDRIST, Navy veteran, is now news writer with WCCO Minneapolis.

PAT FLAHERTY has been appointed director of news and special events at KPRC Houston.

VAN DES AUTELS, former chief specialist of recruiting division, Navy, has returned to KFAC Los Angeles as newscaster.

JAMES McNAMARA, public relations officer of 90th Division assault forces, with Army discharge returns to KMTR Hollywood as newscaster.

SAM HAYES, NBC Hollywood commentator, has been named an Honorary State Farmer by Future Farmers of America in California. He was presented with gold charm for work in behalf of this group and for publicizing their efforts to raise much-needed food during war years.

GEORGE HICKS, American Broadcasting Co. commentator famed for his D-Day broadcast of the Normandy invasion, is writing book about the war.

ROBERT C. SCHALK, ex-infantry sergeant, has been added to news staff of WIBC Indianapolis to handle state and city news.

HORACE HAMMACHER, morning news editor of WOW Omaha before Coast Guard service, and **HAROLD BAKER**, one time WOW night editor and released Navy lieutenant (s.g.), have rejoined station's news staff. Both served for a time on same destroyer.

JAMES HEALY, ex-tank corpsman in Army, returns to WHBC Canton, O., as news editor.

MAURICE STARRELS and **BOB COTTINGHAM** have been assigned radio reporters to Los Angeles Police Dept. for American newsroom in Hollywood.

JIMMY BRITT and **CHARLES JORDAN** have been assigned by Mutual to cover description of New Year's Day Cotton Bowl football game at Dallas, Tex. **ERNIE SMITH** and **MEL VENTER** are named to cover East-West game at San Francisco. Gillette Safety Razor Co., Boston, sponsors both contests on MBS.

For Fastest Delivery

VIA
AIR EXPRESS
AIR EXPRESS DIVISION

SHIP EARLY IN DAY! Thus you avoid end-of-day pile-up at airports. Early shipment often means same day delivery to points from 500 to 1000 miles away. From coast-to-coast overnight.

YOUR SHIPMENT travels 3 miles a minute between airports with special pick-up and special delivery at both ends in all major U. S. towns and cities. Rapid air-rail service to 23,000 other domestic points. Service direct by air to and from scores of foreign countries.

TYPICAL RATES shown in box are, on an average, 10½% lower than prewar rates. As Air Express operations have increased in efficiency, savings have been passed on to the shipper, making this service a better business buy than ever.

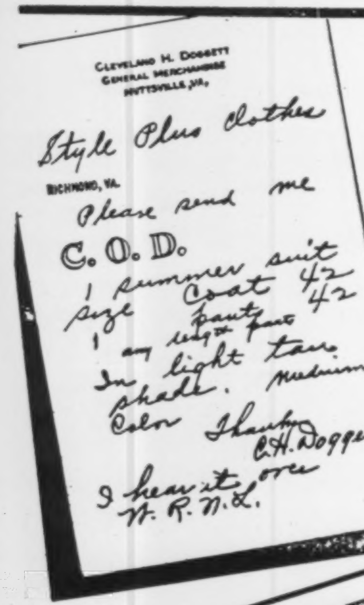
TYPICAL RATE CHART

AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.40	3.5
349	1.04	1.25	2.63	4.20	10.5
549	1.11	1.52	4.38	7.00	17.5
1049	1.26	2.19	8.75	14.00	35.
2349	1.65	4.03	20.13	32.20	80.5
Over 2350	1.68	4.20	21.00	33.60	84.

WRITE TODAY for interesting "Map of Postwar Town" picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS
GETS THERE FIRST

Phone **AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY**
Representing the **AIRLINES** of the United States



CLEVELAND H. DOGGETT
GENERAL MERCHANDISE
NUTTSVILLE, VA.

Style Plus Clothes
RICHMOND, VA.
Please send me
C.O.D.
1 summer suit
size Coat 42
1 pants 42
any length pants
In light tan
shade. medium
Color Thanks
C.H. Doggett
I hear it over
W.R.N.L.

WRNL Sells Merchandise
Even in Nuttsville!

WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

You know you're
"ON THE NOSE"
...when you time rehearsals
with a THOMPSON
Electric Stop-Timer

3″ dial makes this precision instrument easier to read than a stop watch. And it's easier to operate, too ... simply push one button to start, another to stop, and a third button to reset to the starting point.

The Thompson Stop-Timer is accurate to 1/5 second. And it's made for years of constant use, by the makers of the precision movements for Western Union Clocks. Write for prices.

Operates on 110 volt AC,
50 or 60 cycles

H. C. THOMPSON CLOCK CO.
BRISTOL, CONNECTICUT

TECHNICAL

LYLE WAHLQUIST, former chief engineer of KUTA Salt Lake City, who resigned to join McNary & Wrathall, Washington consulting engineering firm, has returned to KUTA as technical director. **WENDELL BELL**, with station since beginning of operation seven years ago, is appointed chief engineer. **EARL STEVENS** is new transmitter engineer. **LYNN JOHNSTON** now heads recording department.

J. C. FARLEY, associated with Sylvania Electric Products Inc., New York, for 20 years, most recently manager of the program planning department and assistant to the general manager of the radio division, has been appointed controller of the radio tube division, with headquarters at Emporium, Pa.

MAJ. JOHN L. WILDERMUTH, now on terminal leave after five years service with Army Signal Corps engineering laboratories at Fort Monmouth, N. J., and Detroit, has been appointed chief engineer at WADC Akron, O. He formerly had been with WBNS Columbus, O.

ARTHUR FASKE, chief engineer of WLIB New York and in radio since 1926, has resigned. He formerly was vice-president of a corporation formed to own and operate WLIB until station was sold to Mrs. Dorothy S. Thackrey, publisher of New York Post.

GEORGE R. LARSEN, recently with the Army Signal Corps engineering laboratories at Fort Monmouth, N. J., has joined the Marion Electrical Instrument Co., Manchester, N. H., as development engineer. Firm has prepared a new comprehensive catalogue illustrating and describing Marion line of standard and hermetically sealed electrical indicating instruments. Catalogue will be available Jan. 15.

ED LARK, with release from Navy, has joined KPRO Riverside, Cal., as chief operator.

ROBERT SCHUETZ, discharged from Navy as lieutenant, has returned to NBC Hollywood as assistant construction superintendent and is in charge of construction of network's new studio wing.

ROBERT CALLEN, having completed civil service war work assignment, has rejoined NBC Hollywood recording engineers staff.

GEORGE E. (Bert) MEAD, chief engineer of WCOA Pensacola, Fla., and partner in Escambia Broadcasting Co., applicant for new station in that city, is father of a girl born Dec. 4.

LYMAN SWENDSON has returned to WCCO Minneapolis engineering staff following four year's service with Army. He was released as lieutenant colonel.

GEORGE CULBERTSON rejoins staff as studio technician following Army discharge. He also entered the service in 1941. **LEWIS SMITH**, Signal Corps veteran, resumes studio technician post.

FRANK J. FEELY, manager of Western Electric Co. Specialty Products Shops in New Jersey, has been appointed manager of company's electronic components manufacture. Manufacturing operations will be moved into a new plant to be constructed next year at Allentown, Pa.

ALLEN B. DuMONT Labs., Passaic, N. J., has announced development of five-inch oscillograph Type 208-B, incorporating improvements from war experience. Instrument succeeds Type 208.

Yule Message

CHRISTMAS GREETINGS to the British Commonwealth and Empire will be aired this first postwar Christmas from London by King George VI, it is announced by the Canadian Broadcasting Corp., with the CBC networks carrying the King's message at 10 a.m. EST from London.

BECAUSE of many requests from newspapers, International News Service will inaugurate within 10 days a daily radio column composed of radio news and personalities for daytime clients and evening papers. INS plans to expand column to 24-hour basis.

RALPH REYNOLDS, NORMAN DUNCAN and **CLIFF JOHNSON** return from armed forces services to engineering staff of KRNT Des Moines.

NEW General Electric Phasitron tube, to be used in company's postwar FM transmitters [BROADCASTING, Dec. 10], is displayed by Louise Gaus, engineering assistant in GE tube division.

EDWARD G. EIDAM, consulting engineer and former chief telephone engineer for Stromberg-Carlson Co. who will resign Jan. 1 after more than 41 years with the company, was given a testimonial dinner Dec. 4 in Rochester.

Topmiller Returns

C. H. TOPMILLER, chief engineer of WCKY Cincinnati, has returned to his post after service overseas with OWI. He served about two years as chief radio engineer, Psychological Warfare Branch, Allied Headquarters, Mediterranean Theater, and more recently has served in Manila. Other returning servicemen are William Heitzmann and Roy Batteau, engineers; Tommy Mitchell, sales staff; Sid Ten Eyck, announcer; John E. Murphy, editor of news department and director of publicity. Ex-GIs added to the station staff are Jim Bellamy, sales; Stantion Matlock and Meredith Davis, news department. Meanwhile, Rex Davis, WCKY news announcer since 1937, has resigned to accept a position in the news department of KMOX St. Louis effective in January. Before joining WCKY, Mr. Davis was announcer for WFBE, now WCOP Cincinnati, for six years, and for two and a half years had sung on CBS as Franklyn Stewart. In private life he is Frank Zwygart; Mrs. Zwygart and their two children will remain in Cincinnati until the end of the spring school term.

Mr. Topmiller

© Walt Disney

How are you Fixed for Vitamin A?

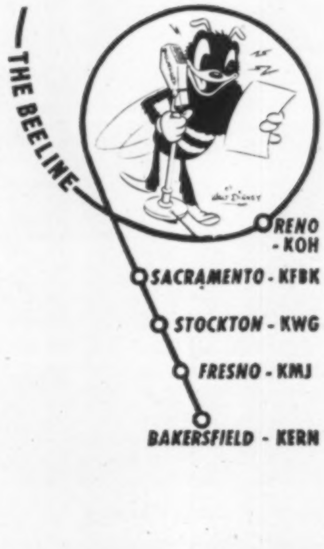
Carrots are an excellent source of Vitamin A and Vitamin A improves vision, promotes growth.

Many advertisers are getting their business Vitamin A from the *Beeline*, which improves their sales vision and definitely promotes growth.

The *Beeline* with its 42 primary counties is the only combination of stations that properly can cover the California Central Valley plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.

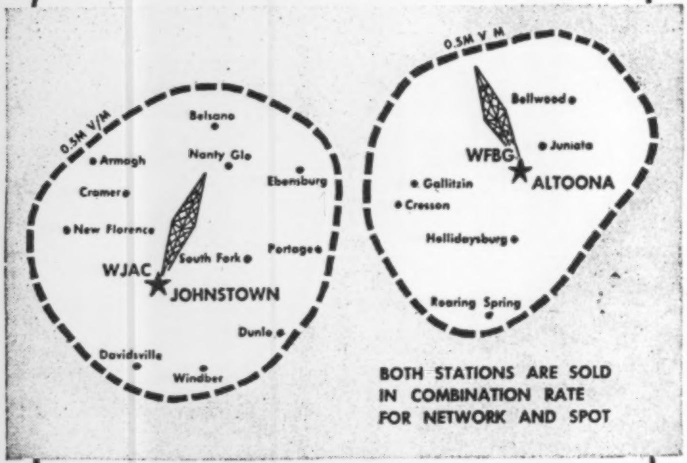

THE BEELINE
Walt Disney
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

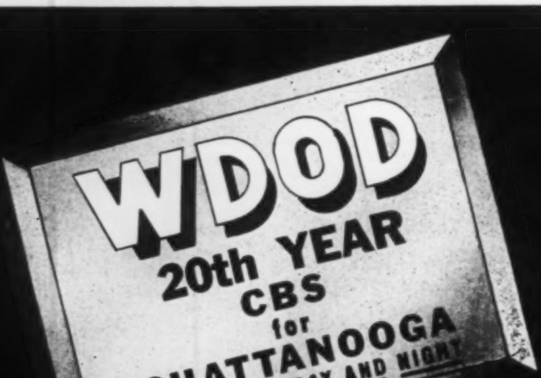
WJAC JOHNSTOWN
NBC
WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles


WDOD
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

AGENCIES

LT. SHERMAN E. ROGERS, after three years service with the training films and motion picture branch of the Navy, has rejoined Platt-Forbes, New York, as motion picture, radio, video director.

HUGH McKAY, advertising and public relations executive formerly with Institute of Public Relations, where he organized Brand Names Research Foundation and acted as advertising director of Brewing Industry Foundation, has been named executive vice-president of Maxon Inc., New York.

Mr. McKay

JACK STARR, released from Navy following service of three years and formerly sports announcer with WTAM KMBC KXOK, has joined Gardner Advertising, St. Louis.

CLARKE R. BROWN, radio director of Lake-Spiro-Shurman, Memphis, is father of a boy, Chris T., born Dec. 6.

SUSSMAN & SUGAR, New York, has been elected to membership in American Assn. of Advertising Agencies.

LT. JOHN G. FOGARTY has returned to partnership in C. C. Fogarty Co., Chicago, following three and a half years in service. He will be account executive.

LT. HAROLD J. HUBERT, on terminal leave from Army Ground Forces, has joined F. B. Hubert Advertising Co., Grand Rapids, Mich., as account executive and head of radio division. He previously had been with Detroit and other midwest stations and agencies.

Mr. Hubert

JOHN P. GILBERT, discharged from Navy after a year and ten months, joins M. H. Hackett Co., New York, as general manager. Prior to Army career Mr. Gilbert was publicity director for North-Eastern Airlines.

RICHARD L. WERDEN, former assistant space buyer of Norman D. Waters Assoc., New York, has been appointed space and time buyer for agency.

JOHN EASTMAN, discharged from Royal Canadian Artillery as captain after service overseas, has rejoined McConnell, Eastman & Co., Toronto.

CLIFFORD S. WALLACE, recently released from service as lieutenant-colonel in charge of public relations for First Canadian Army, has joined Baker Advertising Agency, Toronto.

JAMES L. MALONEY, former advertising manager of Seiberling Rubber Co., vice-president in charge of advertising and merchandising for Frankfort Distilleries and account executive with Dancer-Fitzgeral-Sample, has joined the New York office of Ruthrauff & Ryan as account executive.

Mr. Maloney

HARRY MAUS, in Coast Guard for two years, has returned to Russel M. Seeds Co., Chicago, as vice-president in charge of copy.

LT. COL. DON COLVIN, released by the Army, has joined Leo Burnett Co., Chicago, as account executive. Previous to military service he was advertising manager of Hoover Co., North Canton, O., and was with that organization for nearly 20 years.

RICHARD H. BAILEY, public relations director for Fairchild Camera & Instrument Corp., has joined G. M. Basford Co., New York, to handle public relations accounts to include Fairchild and two subsidiaries.

ARTHUR LYCETT has returned to copy department of N. W. Ayer & Son, New York, following service release. **FRED TUTON** rejoins business development staff, **RICHARD BUNBURY** radio department and **HARRY C. GROOME** plans-merchandising department, all upon release from armed forces.

LT. CAROLINE ROBBINS, for past year assigned to public relations for U. S. Naval Shipyards, Terminal Island, Cal., and with release after three years active service, has joined Frank Oxarart Co., Los Angeles agency, as public relations and promotion director. Prior to being shifted to the West Coast she was administrative officer of network radio for Navy Public Relations division in Washington, D. C. Before entering service she was associated with Dwight Folsom Inc., New York public relations counsel.

Lt. Robbins

WALTER WARE, of the copy staff of Duane Jones Co., New York, has been appointed television director.

BERNARD PAGENSTECHER, formerly with Kudner Agency, has joined Young & Rubicam, New York, as account executive.

BREWSTER MORGAN, formerly on Gen. Eisenhower's staff on SHAEF operation and overseas with the OWI before that, has joined Compton Adv., New York, as director of program development. He will be in charge of new programs for agency. Prior to overseas duties Mr. Morgan was with N. W. Ayer & Son, New York.

MARY SACHUK, formerly with WLAW Lawrence, Mass., has joined J. Walter Thompson Co., New York, as assistant to Linnea Nelson, chief time buyer.

JOHN E. FRAZER, formerly of the editorial bureau of N. W. Ayer & Son, New York, has been appointed associate copy director.

FRANK O'CONNOR, recently discharged from the Army and formerly with J. Walter Thompson Co., has joined West Coast radio office of Ted Bates Inc.

McCANN-ERICKSON, New York, has concluded an associate-agency arrangement with Publicidad Augusto Elias, S.A., Mexico City. Details were agreed upon during visit by **LUIS G. DILLON**, vice-president of McCann-Erickson.

EDWARD J. MOLONEY, head of creative department of J. Walter Thompson Co. office in Sidney, Australia, arrived in New York last week for several months visit with American clients.

BOB KNAPP, radio writer and producer at Schwimmer & Scott, Chicago, has returned from AAF to the agency.

STOCKWELL & MARCUSE, Detroit agency, has moved office from 2026 National Bank Bldg. to larger quarters at 1407 Industrial Bank Bldg.

MORLEY H. COLLINS, former Manitoba editor and ex-serviceman, has joined production department of O'Brien-Gourlay Adv., Canadian agency.

HARRY BROWN, former retail advertising manager, New York Herald Tribune, has joined Pedlar & Ryan, New York.

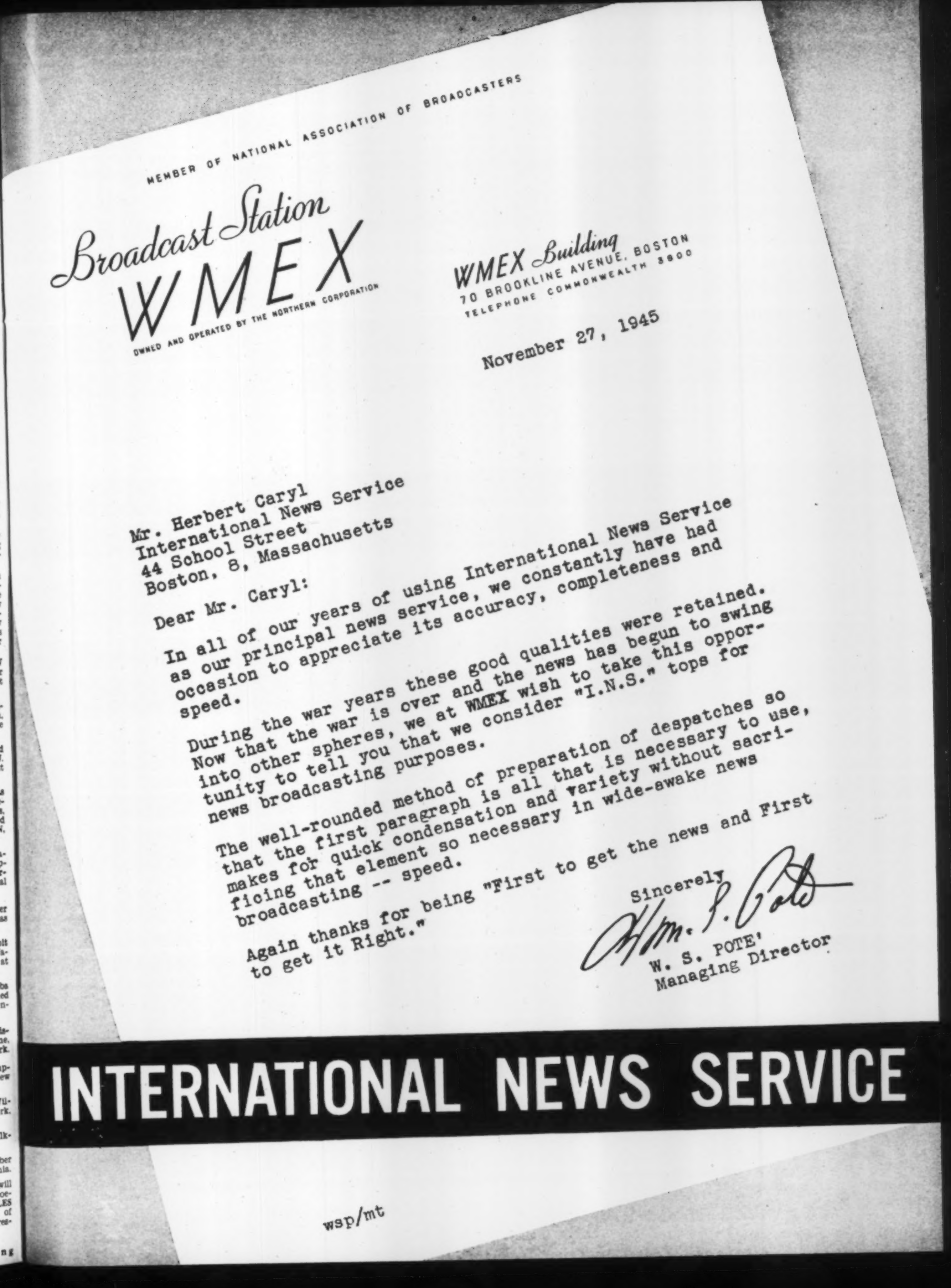
HALLAS KENYON, formerly with Compton Adv., joins Noyes & Sproul, New York, as art director.

KENNON JEWETT, copy chief of William H. Weintraub & Co., New York, has been elected vice president.

JOHN R. SWAIN has joined John Falkner Arndt & Co., Philadelphia.

DOROTHY MARELLO is new member of Morton Schwartz Adv., Philadelphia.

PACIFIC ADVERTISING Assn. will hold its mid-winter conference in Phoenix, Ariz., Jan. 11-12 inclusive. **CHARLES A. STORKE**, secretary-treasurer of KTMS Santa Barbara, Cal., is PAA president.



MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

Broadcast Station
WMEX
OWNED AND OPERATED BY THE NORTHERN CORPORATION

WMEX Building
70 BROOKLINE AVENUE, BOSTON
TELEPHONE COMMONWEALTH 3900

November 27, 1945

Mr. Herbert Caryl
International News Service
44 School Street
Boston, 8, Massachusetts

Dear Mr. Caryl:

In all of our years of using International News Service as our principal news service, we constantly have had occasion to appreciate its accuracy, completeness and speed.

During the war years these good qualities were retained. Now that the war is over and the news has begun to swing into other spheres, we at **WMEX** wish to take this opportunity to tell you that we consider "I.N.S." tops for news broadcasting purposes.

The well-rounded method of preparation of despatches so that the first paragraph is all that is necessary to use, makes for quick condensation and variety without sacrificing that element so necessary in wide-awake news broadcasting -- speed.

Again thanks for being "First to get the news and First to get it Right."

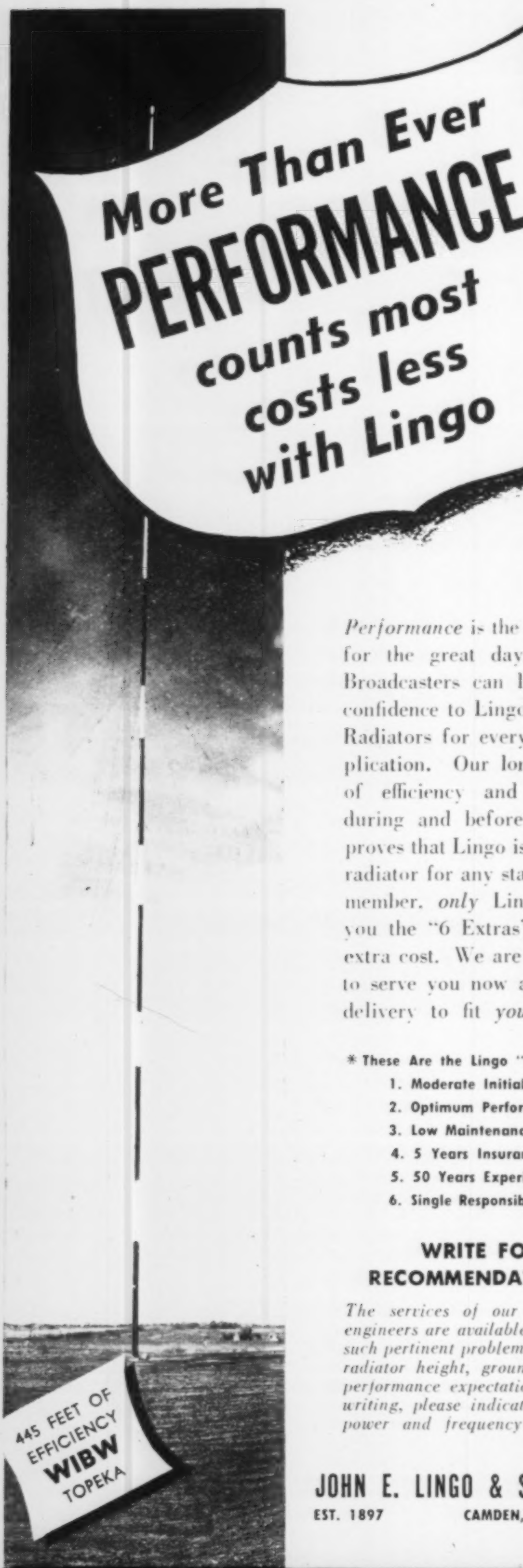
Sincerely

Wm. S. Pote

W. S. POTE'
Managing Director

wsp/mt

INTERNATIONAL NEWS SERVICE



Performance is the key word for the great days ahead! Broadcasters can look with confidence to Lingo Vertical Radiators for every AM application. Our long record of efficiency and stability during and before the war proves that Lingo is the ideal radiator for any station. Remember, *only* Lingo offers you the "6 Extras" * at no extra cost. We are prepared to serve you now and make delivery to fit *your* plans!

*** These Are the Lingo "6 Extras"—**

1. **Moderate Initial Cost**
2. **Optimum Performance**
3. **Low Maintenance Cost**
4. **5 Years Insurance**
5. **50 Years Experience**
6. **Single Responsibility**

WRITE FOR RECOMMENDATIONS

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectation, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.
EST. 1897 **CAMDEN, NEW JERSEY**

LINGO VERTICAL TUBULAR STEEL RADIATORS

PROGRAMS

COMBINING four separate broadcasts into a full hour and a half audience participation program, new idea in programming started on CBS Pacific stations Dec. 9, Sunday 2:30-5 p.m. (PST). "Money on the Line", with Jerry Lawrence as m.c., is initial half-hour series. Featuring five soon-to-be-wed couples, "Your Hope Chest" follows with Jimmy Wallington as m.c. Third program is "Answer Auction", 25-minute quiz show with contestants bidding for their questions. Harry Mitchell is m.c. Final five-minute segment, "Winner Take All", features winners from preceding three shows, with $200 cash jackpot. George Allen, program director of Columbia Pacific network, produces series.

New on WPEN

SIX new programs have been started by WPEN Philadelphia during past week. Recorded classical music series "Philadelphia Philharmonic" is heard Monday through Saturday. Late evening Monday through Friday series "Conversation at Midnight" presents salon, concert and operetta music and selected verse and prose. Juvenile "Heigh-De-Ho" program, heard 7:05-8 a.m. weekdays, is patterned after column of same name for high school folk in Evening Bulletin. Prizes for guessing top tunes of the week are awarded on six weekly "Brady Beats the Band".

Second Series

SECOND 13-week series of "Candles in the Dark" religious program on WNEW New York will be devoted to customs and practices of Protestant Church. First period dealt with Jewish customs and lore. New series "Candles of Knowledge" starts Dec. 20 and will be presented in cooperation with Protestant Council of New York City.

Junior Forum

PRO and con views of high school students on public problems will be heard on "Junior Town Meeting of the Air", new series to be aired weekly starting Jan. 10 by KYW Philadelphia. Moderator is to be former Supreme Court Justice Owen J. Roberts. Program is scheduled Thursday 9:15-9:45 a.m.

Ski Series

NEWS of the ski world, ski club activities and equipment notes are commented on by Chuck Wright on "Ski Headlines", new WTHT Hartford, Conn., program heard Monday, Wednesday and Friday evenings. Snow conditions, weather forecasts and transportation information is included with interviews.

Hockey Broadcasts

SUNDAY home hockey games of the New York Rovers in the Eastern Amateur Hockey League started on WHN New York Dec. 16 as sustaining feature. Series ends March 6. Station also broadcasts home games of New York Rangers in National Professional Hockey League.

OPA Benefits

HOW OPA functions and helps consumer, business, labor, and returning veteran in fight against inflation is told in new dramatic series "The Most for Your Money" started on Associated Broadcasting Corp. Dec. 16 as weekly Sunday evening quarter-hour.

On American Pacific

WITH a mythical "Dinty's Theater Restaurant" as locale, new weekly half-hour variety program started on American stations Dec. 5. Joaquin Garay, owner of San Francisco Copacabana Club, portrays himself, and Berton Bennett is Dinty.

Light Views of News

ALAN SCOTT, recently discharged Naval commander previously with WCAU Philadelphia and WGN Chicago, will discuss the day's news in humorous vein in a new Mutual series "Once Over Lightly", starting Dec. 17 in Monday-Friday 1-1:15 p.m. spot.

Children's Symphony

SCHEDULED to extend into May, "Philadelphia Children's Symphony" was aired by WPEN Philadelphia for first time Dec. 8 as Saturday morning hour program. On alternate weeks the Philadelphia Orchestra and the WPEN Symphony Orchestra perform. Talented children appear as guest soloists on program originated before young folks audience at University of Pennsylvania.

Stories Dramatized

PRODUCED in cooperation with Junior League, "High Adventure" program has been started by WWL New Orleans. Series dramatizes children's books and stories, is aired in Saturday morning quarter-hour spot.

Jobs for Vets

IN COOPERATION with Veterans Adm. and U. S. Employment Service, WCOV Montgomery, Ala., is presenting daily quarter-hour "Veterans Program" to welcome home and secure positions for returned service veterans.

Children at Zoo

FROM the National Zoological Park WMAL Washington is now presenting quarter-hour "Sunday at the Zoo". Children are interviewed and youngsters with most original reaction to the animals receive prize.

Overseas Sports Show

WEEKLY resume of sports in Canada now is broadcast overseas by Foster Hewitt via CBC Dominion network and international service for Canadian troops. Interviews and question box are included.

WINS Characters

NEW TWICE-WEEKLY program "Are You a Character?" started on WINS New York Dec. 13. Lou Dahlman interviews a variety of characters on each broadcast.

Mass Broadcast

MIDNIGHT MASS from the Grotto in the Franciscan Monastery in Washington will be broadcast Christmas Eve over WMAL Washington. Mass will be described by a priest.

Mystery Shorts

FAST-MOVING 10-minute mystery series, "Retribution", started on American Pacific stations on Dec. 5.

Farm Show

COUNTY farm agents, organizations and farmers appear on "RFD 1070", new Saturday 1-1:30 p.m. program heard on WIBC Indianapolis.

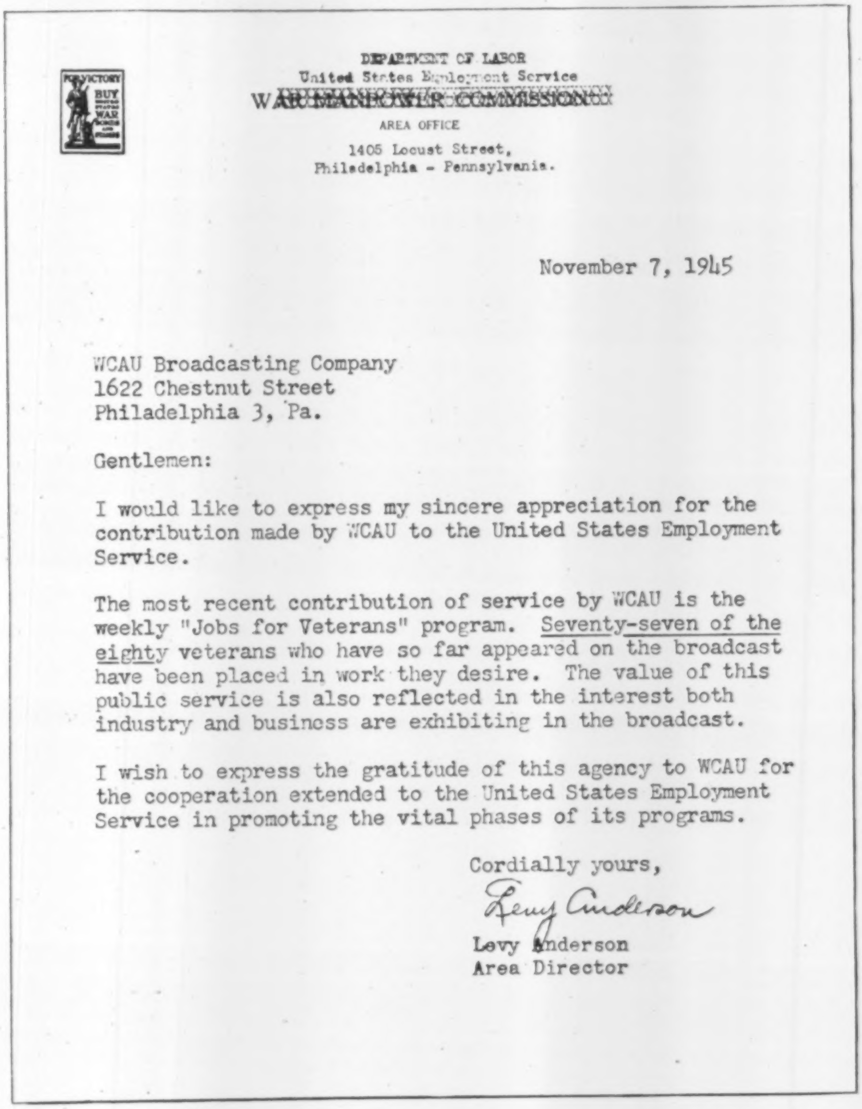
WBKB Shows Varied

WBKB Chicago brought subjects ranging from housing to pleas for aid for polio victims before the video camera last week. In an interview Dec. 11 with Joe Wilson, commentator, Conrad (Connie) Hilton, president of Hilton Hotels of America, discussed plans for alleviating the nation's housing situation. The 8 p.m. portion of the evening's telecast presented a special plea for support of the Sister Kenny National Foundation. Program titled *And They Shall Walk*, featured a demonstration of the Sister Kenny technique for aiding polio patients. Johnny Neblett, of *So the Story Goes*, was guest on the weekly Wednesday telecast of *Treasury Hour*, sponsored by the Treasury Department to help boost Victory bond sales.

Toronto Meet

TORONTO Radio Executives Club is holding its Christmas luncheon on Dec 20 at King Edward Hotel. Guest speaker will be Lorne Greene who will describe forthcoming establishment of Academy of Radio Arts and introduce staff of the first Canadian school for teaching radio broadcasting [BROADCASTING, Nov. 19].

WCAU again demonstrates its true value and the great power of radio . . .



DEPARTMENT OF LABOR
United States Employment Service
~~WAR MANPOWER COMMISSION~~
AREA OFFICE
1405 Locust Street,
Philadelphia - Pennsylvania.

November 7, 1945

WCAU Broadcasting Company
1622 Chestnut Street
Philadelphia 3, Pa.

Gentlemen:

I would like to express my sincere appreciation for the contribution made by WCAU to the United States Employment Service.

The most recent contribution of service by WCAU is the weekly "Jobs for Veterans" program. Seventy-seven of the eighty veterans who have so far appeared on the broadcast have been placed in work they desire. The value of this public service is also reflected in the interest both industry and business are exhibiting in the broadcast.

I wish to express the gratitude of this agency to WCAU for the cooperation extended to the United States Employment Service in promoting the vital phases of its programs.

Cordially yours,

Levy Anderson

Levy Anderson
Area Director

EXAMPLES OF WCAU LEADERSHIP IN PUBLIC SERVICE

⬇

SERVING VETERANS: "Jobs For Veterans." *SERVING COMMUNITY HEALTH:* "Crusade for Better Drinking Water." *SERVING YOUTH:* The "Career Forum." *SERVING INTERNATIONAL RELATIONS:* "An American in Russia."

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

PROMOTION

W. W. JOHNSON, released from Army as major following four and a half years service, has joined KVOO Tulsa, Okla., as promotion and merchandising manager. He succeeds **BILL McCLARIN**, now with sales staff as account executive.

ED EGEN, American western division assistant sales promotion manager, has been named head of newly created studio audience promotion department. **NORMAN NELSON**, formerly of Douglas Aircraft Co., Santa Monica, Cal., and one-time manager of that firm's Cairo, Egypt, office, has taken over Egen's former duties.

ART DONEGAN of American's publicity department in New York, left last week for brief tour of New England stations and newspapers.

BEN GEDALECIA, formerly with OWI as chief of the evaluations division and acting chief of the policy office, has been appointed associate research director of American, in charge of all qualitative research, studying listener reactions and program content, testing television programs and conducting public opinion polls.

LEONARD GROSS, recently discharged from the Army, Jan. 1 rejoins KPO San Francisco as public service director.

GEORGE W. WALLACE has returned to NBC's advertising and promotion department after three years service in the Army.

HAROLD STORM, former promotion manager of WNAX Yankton, S. D., and later with Glenn L. Martin-Nebraska Co., has joined WOW Omaha as assistant to **BILL WISEMAN**, promotion chief.

CHARLES ERBLAND, former Navy hospital corpsman, is now promotion manager of WHBC Canton, O.

MARY KATHERINE CAVANAUGH, publicity and public relations director of NBC Washington, has written article on Stratovision titled "Flying Television" appearing in January issue of "Skyways" magazine.

WILLIAM RUSSELL WILLISON, released after three years with AAF, has joined the WMAL Washington promotion department.

KMOX Book

MANNER in which KMOX St. Louis has met the wartime challenges of community service is related in "No Stronger Link", book prepared and distributed by the CBS owned and operated outlet. Leading with statement "No radio station can have a stronger link with the people it serves than a common interest in their community," book presents step by step through war the part played by KMOX in civic leadership.

Mystery Briefs

A MINUTE mystery folder has been issued to radio editors by Young & Rubicam, New York agency for Centaur Co. division of Sterling Drug Inc., sponsor of "Molle Mystery Theatre" on NBC. Folder contains short mystery story to be solved by reader.

Drug News

WGBF and WEOA Evansville, Ind., in conjunction with Charles Leich & Co., wholesale drug firm, is publishing twice-monthly news letter for druggists of Indiana, Illinois and Kentucky. Information is included on drug-sponsored programs.

KMBC Story

STORY-STYLED folder describing "Probably the most typical of America's big towns" has been prepared by KMBC Kansas City. Traveling imaginary route through city, reader is informed of important features and relation of KMBC.

Television Folder

SURVEY of advance of color television is presented by CBS in new booklet titled "CBS Demonstrates Full Color Television in the Radar Frequencies." Reproductions of articles on CBS video are included with TV screen views.

'Quiz Kids' Paper

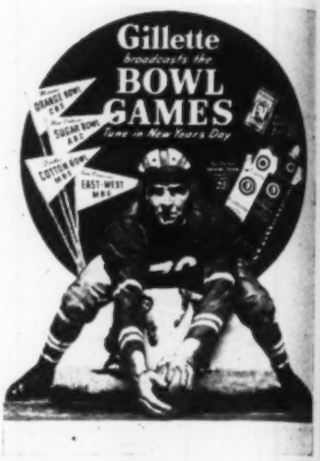
MONTHLY tabloid "The Ex-QK Resume" is being published by Louis G. Cowan & Co., Chicago, for and about graduates of "Quiz Kids" program. Paper is being mailed to radio editors.

WINS Sport Clubs

FORMATION of 35 clubs in New York to interest juveniles in clean sports was announced last week by WINS New York as part of its "Sport Club of the Air" program. Weekly show, originated by Gene Schoor, one-time olympic games athlete and university coach, is heard Saturday 10:30-10:45 a.m., featuring prominent sports personalities.

Crossley Scrapbook

CROSSLEY Inc. has issued a scrapbook called "Ratingitis", an amusing collection of clips, quotes and cartoons mentioning Crossley ratings. To quote the foreword, "Somehow, without a penny spent on publicity, the name has got around."



WINDOW display pictured above will be featured by 12,000 stores from coast to coast to advertise New Year's Day broadcasts of Orange, Sugar, and Cotton Bowl football games and East-West collegiate all-star contest by Gillette Safety Razor Co. on total of nearly 600 stations and three networks.

WTAG Trade Paper

TWO COLOR four page trade paper "Listen Here" is now published by WTAG Worcester, Mass., for monthly distribution to local clients and agencies. Personal notes about local advertisers are included.

Barn Dance Folder

BARN DANCE broadcasts are as good in Philadelphia as in Chicago and Nashville says WFIL Philadelphia in "The Lowdown on Hayloft Hoedown", folder describing in text and pictures the advertising value of WFIL program.

CHUM Magazine

CHUM Toronto is printing a monthly station news magazine for distribution to listeners and also to drug and food industries. Publication is titled "CHUM, The Retailers Friend", and carries slogan "Radio Advertising Pre-Sells!"

News Service

NEWS-LETTER is now prepared each weekday by WHBQ Memphis for presentation to luncheon meetings of local organizations. Late news copy is briefed and printed just before noon hour.

Letter Opener

WHBQ Memphis is sending out as a promotion piece a clear plastic letter opener with magnifying blade. Handle is inscribed "Opening the Way to Memphis Markets."

WBNS Ratings

HOOPER RATINGS highlight promotion folder prepared by WBNS Columbus, O., comparing morning, afternoon and evening standing with two other stations of area.

ALBUQUERQUE
Is New Mexico's Major Market
KGGM
1260 KC. 1000 WATTS - FULL TIME - COLUMBIA AFFILIATE

DENVER
KANSAS CITY
AMARILLO
LOS ANGELES
NEW MEXICO
EL PASO

KVSF
(1340 KC. 100 Watts)
In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

POPULATION* . . . 73,327
14⅓% OF TOTAL STATE POPULATION
BUYING POWER** . $90,265
27¼% OF TOTAL STATE INCOME
RETAIL SALES** . . $40,580
22$\frac{8}{10}$% OF TOTAL STATE RETAIL SALES

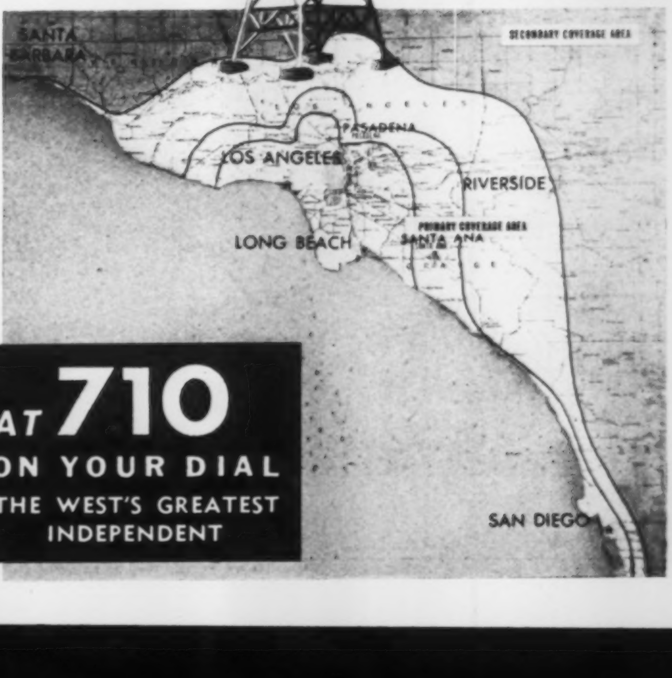
* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

STRATEGICALLY LOCATED . . . AT THE CROSSROADS OF THE ENTIRE SOUTHWEST . . . ALBUQUERQUE IS THE MAJOR AIR, HIGHWAY AND RAIL CENTER, AS WELL AS THE GREAT WHOLESALE CENTER BETWEEN KANSAS CITY AND LOS ANGELES AND BETWEEN DENVER AND EL PASO.

REPRESENTED NATIONALLY BY
TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO

WBNS
PRODUCES BETTER!
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US

KMPC
The Station of the Stars
. . . in MUSIC
. . . with NEWS
. . . in SPORTS
FIRST!


SANTA BARBARA
SECONDARY COVERAGE AREA
PASADENA
LOS ANGELES
RIVERSIDE
PRIMARY COVERAGE AREA
LONG BEACH
SANTA ANA
SAN DIEGO

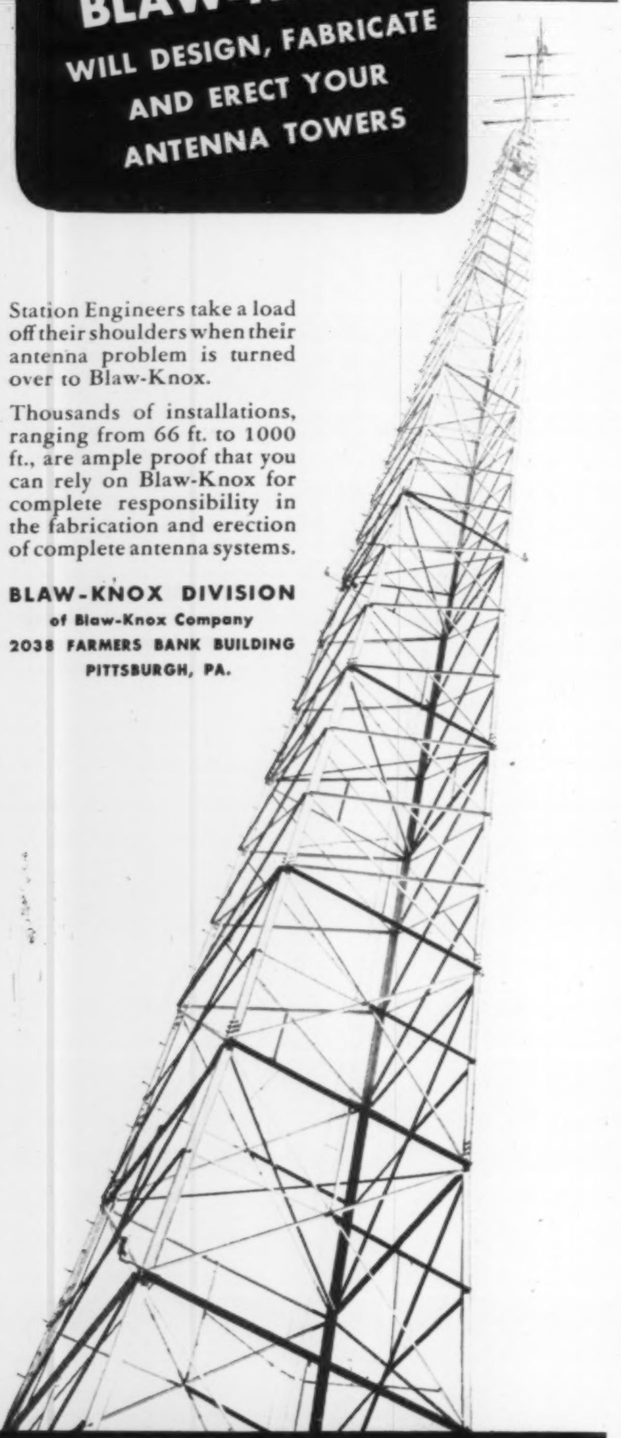
AND IN COVERAGE...

More and more people in Southern California are tuning to **KMPC** for the latest news of the hour, for the most complete sports events coverage on the Pacific Coast and for its varied musical entertainment.

KMPC, one of the nation's leading independents, is providing better and better entertainment for the four and one-half million people residing within its Southern California coverage area.

AT 710
ON YOUR DIAL
THE WEST'S GREATEST INDEPENDENT

KMPC 5939 Sunset Blvd., **LOS ANGELES 28**
Represented nationally by Paul H. Raymer Company



BLAW-KNOX WILL DESIGN, FABRICATE AND ERECT YOUR ANTENNA TOWERS

Station Engineers take a load off their shoulders when their antenna problem is turned over to Blaw-Knox.

Thousands of installations, ranging from 66 ft. to 1000 ft., are ample proof that you can rely on Blaw-Knox for complete responsibility in the fabrication and erection of complete antenna systems.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH, PA.

BLAW-KNOX VERTICAL RADIATORS

Radio Farm Directors Officers

PRESIDENTIAL gavel of National Association of Radio Farm Directors is handed over by Larry Haeg, WCCO Minneapolis, retiring president, to President-Elect Herb Plambeck, farm editor and war correspondent, WHO Des Moines, at second annual meeting of association this month in Chicago [BROADCASTING, Dec. 10]. Others (l to r): Bill Moshier, KJR Seattle, new vice-president; Layne Beaty, WBAP Fort Worth, new secretary-treasurer; John Baker, chief of USDA radio service. Speakers included Secretary of Agriculture Clinton P. Anderson.

American Broadcasting Co. Is 'ABC'; Associated Changes Name—Now 'ABS'

AMERICAN gets the "ABC" tag; Associated becomes Associated Broadcasting System, which may be abbreviated to "ABS."

Out-of-court settlement of Associated Broadcasting Co.'s suit against American Broadcasting Co. over use of the "ABC network" identification was announced last week in a joint statement by Mark Woods, president of American, and Leonard A. Versluis, president of Associated. American reportedly paid Associated $25,000 for the symbol.

A stipulation by both parties for dismissal of the suit is expected to be filed in Chicago early this week.

Associated originated the suit last Aug. 10 before Federal District Court in Grand Rapids, Mich. The court dismissed it, acknowledging the defendant's contention that it (American) was not doing business in Michigan and therefore the court lacked jurisdiction.

Associated countered by carrying its arguments to U. S. Federal Court in Chicago on Oct. 2, asking that American be enjoined from use of "ABC" as its network designation. A week later Associated filed a motion for a temporary injunction to restrain American from using the symbol until the court delivered its opinion. This hearing was continued—first to Nov. 7 and then to Dec. 3. On Nov. 30, attorneys for both networks appeared before Judge Michael Igo to plead a further continuance on the grounds that neither was prepared to argue the case. The court then set Jan. 25 as date for the hearing.

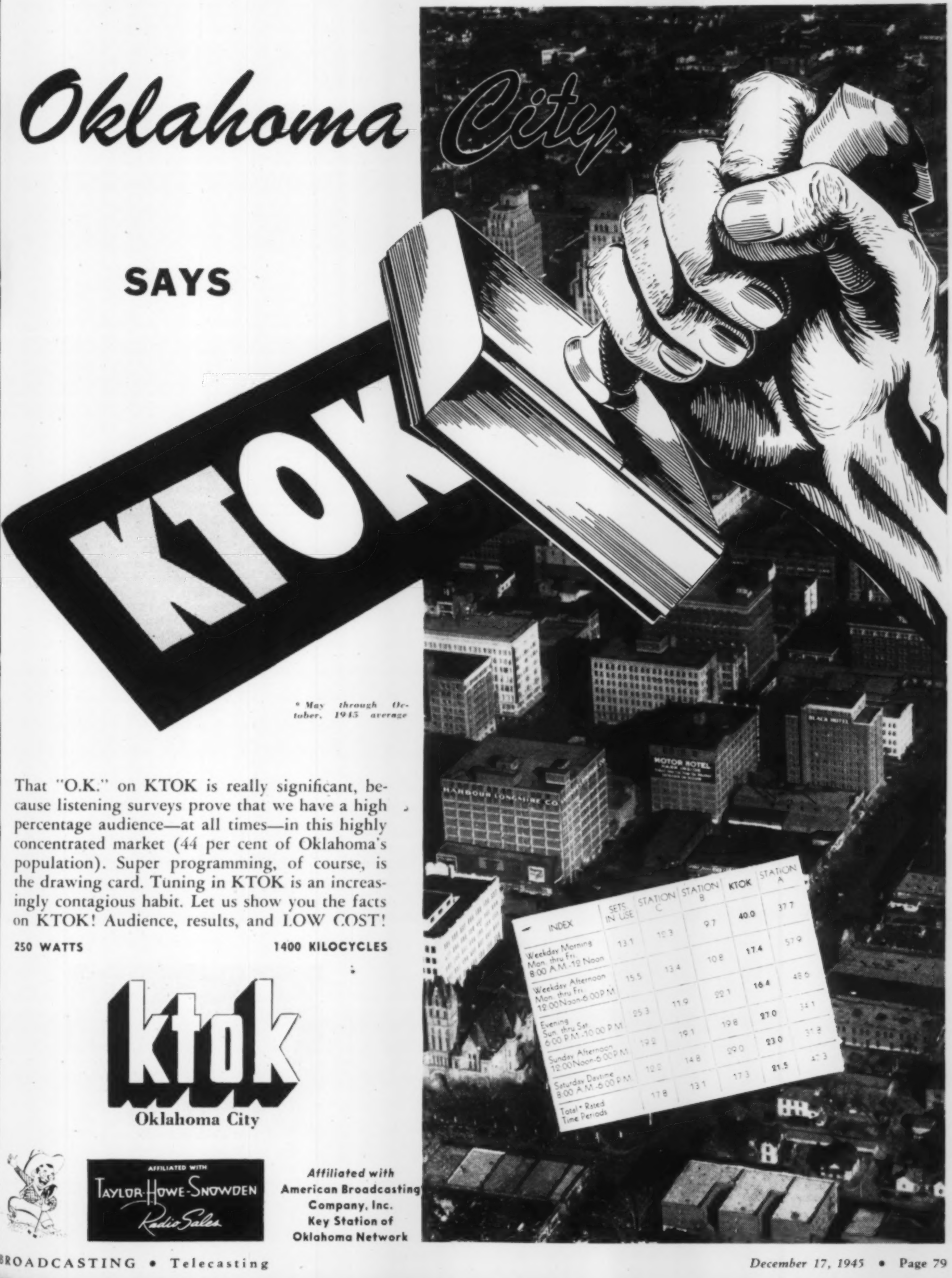
United Nations Meeting

DAVID SARNOFF, RCA president, served as chairman at a panel discussion on international communications held Friday at Town Hall, New York, under the auspices of the American Assn. for the United Nations. Panel participants were: Alfred J. McCosker, Mutual chairman of the board; Lyman Bryson, CBS director of education; Robert Saudek, manager of ABC public relations; Claude Jaegger, AP assistant general manager; Harry Flory, UP foreign news editor and director of communications.

Runyon & Guggenheim Form Radio Video Firm

RUNYON & GUGGENHEIM Enterprises, new Hollywood firm specializing in radio and television productions for United States and Latin America, has been established by Jack W. Runyon and Robert Guggenheim Jr. Firm also handles idea development and business management. Headquarters are at 6331 Hollywood Blvd. Telephone is Hempstead 4133.

Mr. Runyon, until recently, held post as director of radio for Coordinator of Inter-American Affairs, Hollywood office. He was formerly New York radio director of Ted Bates Inc., and Buchanan & Co. Prior to that he was for 13 years radio director of the former Lord & Thomas. Mr. Guggenheim, released from Navy as lieutenant, most recently had been in charge of broadcasting censorship on West Coast for Office of Censorship. Prior to Navy service, he was producer of KNX Hollywood. Previously, he had been an associate producer of 20th Century-Fox.



Oklahoma City

SAYS

INDEX	SETS IN USE	STATION C	STATION B	KTOK	STATION A
Weekday Morning Mon. thru Fri. 8:00 A.M.-12 Noon	13.1	10.3	9.7	**40.0**	37.7
Weekday Afternoon Mon. thru Fri. 12:00 Noon-6:00 P.M.	15.5	13.4	10.8	**17.4**	57.9
Evening Sun. thru Sat. 6:00 P.M.-10:00 P.M.	25.3	11.9	22.1	**16.4**	48.6
Sunday Afternoon 12:00 Noon-6:00 P.M.	19.2	19.1	19.8	**27.0**	34.1
Saturday Daytime 8:00 A.M.-6:00 P.M.	12.2	14.8	29.0	**23.0**	31.8
Total * Rated Time Periods		17.8	13.1	17.3	**21.5**	47.3

* *May through October, 1945 average*

That "O.K." on KTOK is really significant, because listening surveys prove that we have a high percentage audience—at all times—in this highly concentrated market (44 per cent of Oklahoma's population). Super programming, of course, is the drawing card. Tuning in KTOK is an increasingly contagious habit. Let us show you the facts on KTOK! Audience, results, and LOW COST!

250 WATTS **1400 KILOCYCLES**

ktok

Oklahoma City

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

Affiliated with
American Broadcasting Company, Inc.
Key Station of Oklahoma Network

WE'RE PESSIMISTIC ABOUT LITTLE HOPE (Ky.)!

With a name like that what chance has a town got? But for the Louisville Trading Area, now, WAVE has more than hope—it has *facts!* For instance: Here you'll find a concentration of more industry, more buying power *than in the remainder of Kentucky combined.* And we're able to offer it at a low price because we *don't* spend dough on the power to reach such despondent settlements as Little Hope. Shall we tell you more?

LOUISVILLE'S WAVE
5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

Peter Hand Brewery Co. Moves Account to BBDO

PETER HAND BREWERY Co., Chicago (Meister Brau beer) moves from Mitchell Faust Adv. Co., Chicago, to Batten, Barton, Durstine & Osborn, Chicago, effective March 1. Account, which has an estimated local billing of a quarter of a million dollars annually, now broadcasts six half hours weekly and two quarter hours six times a week. Shows and their latest Hoopers are as follows: *Crime Files of Flamond*, 9.6; *Country Sheriff* (no Hooper yet); *Mystery House*, 6.9; *Bulldog Drummond*, 8.5; *Casa Cugat*, 1.2; all half hours on WGN Chicago; *Easy Aces*, 6.7, WGN quarter hour show; *Casa Cugat* (no Hooper available), quarter hour 6 times weekly on WKZO Kalamazoo; and *Boston Blackie*, 3.9, half hour, WMAQ Chicago. Effective Dec. 29 *Boston Blackie* will move from WMAQ to WGN, replacing *Bulldog Drummond*, which is being taken over as network show by Tums. Mitchell Faust has handled the account for approximately 11 years and as a result of the showing of programs it is expected that the shows will continue as they are under the new agency.

No Congressional Action Likely on Copyright Bill

LITTLE hope of Congressional action on a bill to amend the copyright laws by requiring protection on acoustic recordings played on juke boxes was seen on Capitol Hill last week. The bill (HR-3190), introduced last May 11 by Rep. Buckley (D-N.Y.) "by request", languishes in the Patents Committee where no action is scheduled.

Rep. Buckley, declining to identify those who requested he introduce the measure, said he did not plan to push for action, although he has received several inquiries lately regarding the legislation. The bill would demand the copyright laws by striking out a portion excluding reproduction of musical composition "by or upon coin-operated machines" except where admission is charged to the places where such machines are operated.

The Buckley Bill would make it unlawful to use, without permission of the copyright owners, any copyrighted musical composition for an "acoustic recording" or of any duplicated recording thereof on a disc, film, tape, wire, record or other device or to "publish or vend" such recordings acoustically to the public for profit. The measure also would prohibit reproduction of acoustic recordings on "any transmitting or communicating apparatus", without copyright owner permission and payment of fees.

THOMAS J. LIPTON Inc., "Inner Sanctum" program on CBS breaks its mystery format tradition on Christmas night to present Helen Hayes in a half-hour narration of "The Littlest Angel", 9-9:30 p.m. on CBS. Agency is Young & Rubicam, New York.

NEW general manager of WBBM Chicago, Frank Falknor, is seen (l) at a WBBM party with (l to r) Jane Stockdale, supervisor of *Those Websters;* Gene Autry, who later was guest on *Websters* show; Norm Heyne, assistant radio director, Ruthrauff & Ryan, Chicago.

International Communications Should Be Under One Organization, Says Porter

FCC CHAIRMAN Paul A. Porter is convinced that U.S. international communications companies must be "integrated" into one organization.

That's his personal view based on a 12-day British Commonwealth-U.S. Telecommunications Conference in Bermuda [BROADCASTING, Dec. 10], he told a news conference last Monday—the first he has held since he became Commission chairman Dec. 21, 1944.

Mr. Porter said the Bermuda Conference "represents the greatest advancement in international communications since the establishment of direct radio circuits." The Conference accomplished: (1) direct communications to principal points of the British Commonwealth of nations, and (2) a rate pattern that represents downward adjustments, he declared.

Mr. Porter elaborated on the signed agreement, as announced Dec. 7 by the State Dept., declaring that the "old system of the tight British communications policy of monopoly has been abandoned." That was brought about, he explained, by understandings between the delegates.

"From the standpoint of the U.S. and commercial carriers and external communications policy, we achieved at Bermuda everything possible," he said. "The concessions were all one way. We had nothing to offer or trade with."

Mr. Porter said he didn't know just how integration of American carriers should be accomplished, but he felt personally that the U.S. must effect some sort of a unification. He said Canada has a privately-owned company while in the British Empire telecommunications are under public ownership.

He said he was "more convinced that the conservation of frequencies and the most effective use of cables are desirable. Domestically international communications are competitive; internationally they're not," he added.

The U.S., he said, agreed to only one circuit each to Australia, New Zealand and India, now served by both RCAC and Mackay. Chairman Porter said the FCC soon would hold hearings to determine which of the two companies will be permitted to retain the single circuits to each of the three countries.

The Bermuda Conference will result in "great savings" to users of international communications, he added. Agreement signed by the delegates, yet to be formally ratified by the foreign departments of the British Commonwealth of Nations and the U.S. State Dept., becomes effective "on or before April 1, 1946."

Chairman Porter said he didn't think radio communications would replace cable, particularly across the Atlantic, as suggested before the Senate Interstate Commerce subcommittee on international communications early this year. The committees on cables at the Bermuda Conference recommended modernizing the underseas systems with submarine repeaters and variaplex operations.

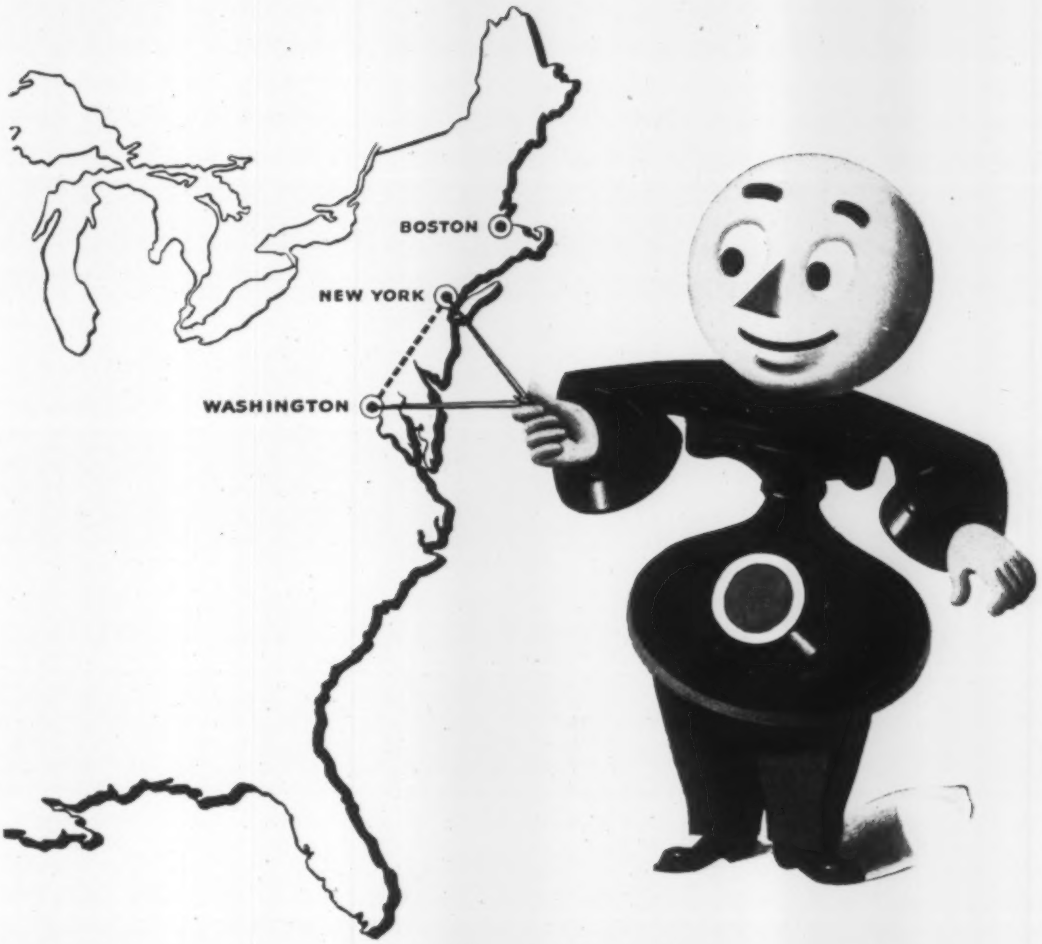
Recommendations should be made at the next world telecommunications conference looking towards standardizing teletype equipment, the FCC chairman said. He told about a demonstration conducted in Bermuda by Maj. Gen. Frank E. Stoner, in which communications were established almost immediately with Manila, London, Washington and other points.

Clark Tours

RAY CLARK, chief newscaster and director of special events of WOW Omaha, has completed a five-week speaking tour of 29 cities in five states in the WOW area, relating experiences as WOW war correspondent in the Pacific. He averaged more than three appearances daily, addressing school and college audiences in addition to his regular evening speeches. In almost all the cities he conducted his *Noonday Forum* by direct wire to WOW—the series on which he had reported his visits with more than 300 Midwest servicemen during his four months overseas. Speaking tour was arranged for the Victory Loan drive in response to requests from civic and patriotic groups who wanted to hear his war experiences.

KEYS
Corpus Christi, Tex.
Lowe's Drug Stores

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION



NETWORK FOR TELEVISION

Coaxial Cable Link in Initial Tests

Bell System coaxial cable carried television of the Army-Navy football game from Philadelphia to New York on December 1. This was an experimental preview of long distance television by cable.

Beginning in January, coaxial cable between Washington and New York will be regularly scheduled for experimental television use.

Each coaxial tube, with present amplifying and terminal equipment, can transmit a television signal, or 480 simultaneous telephone messages. For several years the Bell System has been using coaxial cable to carry telephone conversations over certain intercity routes. Within the next few years upwards of 7000 miles of coaxial cable will be constructed.

The Bell System is installing a network of facilities suitable for television which will ultimately span the country from coast to coast and from north to south.

BELL TELEPHONE SYSTEM

SEEING RED
British Set Makers Eager For BBC Green Light

"AMERICA will step in and beat us" if no green light is given for set manufacture in Britain, says Charles Harmer, British television industry spokesman. He promised television sets costing between $120 and $160, with price cuts at the end of the first year. Manufacturers are ready for the domestic and export market, he stated, if only the government gives its o.k.

Director General of the BBC W. J. Haley, said that he was still not certain when television broadcasting would resume in England. He blamed the shortage of men and equipment for current delays in production.

IMPROVED HEALTH BROADCASTS URGED

NEED FOR showmanship in programming health broadcasts, which currently feature "paper-crackling doctors . . . still talking about the common cold in the same dull way," was urged upon a conference of the New York Tuberculosis and Health Assn. Dec. 12 by Seymour Siegel, program director for WNYC New York.

Mr. Siegel, recently released from Navy service, said that upon renewing his association with health broadcasts he got the feeling: "This is where I came in." He stated that "imagination, production and good writing" were essential in health programs if health authorities wanted to keep listeners tuned in.

AER Northeastern Directors

STATE directors of the Northeastern Region, Association for Education by Radio, met Dec. 8 at Hotel Sheraton, Newark, home of WAAT Newark, with Irving R. Rosenhaus, station president and general manager, as host. Present were (clockwise) Max J. Herzberg, principal, Weequahic High School, Newark; Miss Luella Hoskins, Red Cross; Dr. G. A. Nolan, supervisor, business and distributive education, Wilmington, Del.; Miss Ruth Doerr, radio assistant, Philadelphia public schools; Mr. Rosenhaus; Mrs. Gertrude Broderick, U. S. Office of Education, secretary of Federal Radio Education Committee; Robert Hudson, second vice-president, AER, and education department, CBS; Mrs. Frances Pierre, WAAT; Robert Beede Macdougal, AER Northeastern Region president and director of educational activities, WAAT; Edmund A. Cortez, U. of New Hampshire; Leon Levine, assistant director of education, CBS.

Microwave Relay System Is Requested For New Chicago and Milwaukee Link

CONSTRUCTION of a microwave radio relay system between Chicago and Milwaukee to handle television, sound radio programs or long-distance telephone calls was proposed last week by American Telephone & Telegraph Co., which filed application with the FCC for authority to build and operate the system on an experimental basis.

The company announced that the system, which it hopes to have ready for tests by the spring of 1947, would cost $500,000. Plan is for initial employment of the system for television transmissions in cooperation with telestation WMJT Milwaukee or with other television broadcasters who may want to use it during experimental stages. First experiments will be on frequencies in the 4,000 mc range.

AT&T expects such systems to be important to future communications in combination with the nation-wide network of coaxial cables now being laid. Currently another radio relay system is under construction between New York and Boston. The company predicted that Bell System television networks would consist of inter-connected coaxial cable and radio relay channels.

The Chicago-Milwaukee relay system, it is hoped, will be finished before completion of a project to link Chicago with eastern cities by coaxial cable.

AT&T reported the Bell System proposes to add 1,500 miles of coaxial cable yearly to its services.

Terminals for the Chicago-Milwaukee relay system will be at the Illinois Bell Telephone Co.'s long distance center in Chicago and at the Wisconsin Telephone Co.'s toll building in Milwaukee. Three radio repeater stations will be built at 25-mile intervals between, one at Barrington, Ill., another just across the Illinois border from Wilmot, Wis., the third near Prospect, Wis.

Station antenna towers 120 feet high will insure clearance for the straight-shooting microwaves since ground along the route is fairly level.

Many in Benny Contest

HEAVY response to the $10,000 "I Can't Stand Jack Benny" contest, announced by the comedian on his Lucky Strike show on NBC Dec. 2, was reported last week as letters from listeners poured in at a 25,000-per-day-clip. By midweek nearly 150,000 eager customers had joined the scramble to lambast the comedian and, incidentally to try for one of the Victory Bond prizes. Contestants must tell in 50 or fewer words why Benny is their anathema. Benny is putting up money for the prizes.

GO TO
Murtaugh's
FOR FINE
MEN'S SUITS
✓Expertly tailored
✓Finest fabrics
$19.95 UP
Robb-o Robinson

"Dis guy should use WFDF Flint during the rainy season."

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements • at any time
RCA
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

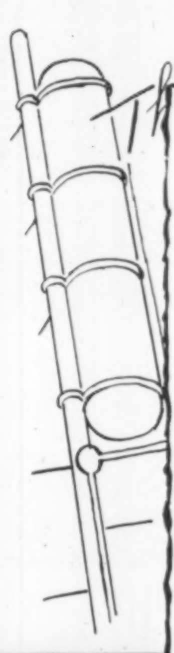
KLUGE ELECTRONICS CO.
Commercial & Industrial Equipment
1031 No. Alvarado
Los Angeles 26, Calif.
Myron E. Kluge EXposition 1741

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

AVAILABLE NOW
PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

PENN FURNITURE
SOLD ON BOTH STATIONS
WFBG — WJAC
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

finch faxogram



This sketch shows how the antenna when completed.

WGHF
99.7 MC

Air Press

TELEFAX ILLUSTRATED NEWS

New York City
Nov. 27, 1945

New FM-FAX Station Nearing Completion

"Skyrocket" Antenna Erected for WGHF, New York

There is now visible evidence of an entirely new kind of post-war broadcasting station, which may be seen from the sidewalks of New York, in the vicinity of 10 East 40th Street. Here Capt. W. G. H. Finch, USNR, has erected an antenna that resembles a skyrocket on top of one of the city's highest buildings. Crowds have paused to view this new phenomenon, with questions ranging from developments of the atomic bomb to projected trips to the moon.

This antenna was developed for Capt. Finch by Dr. Andrew Alford, past chairman of the antenna committee of the Institute of Radio Engineers. From it, Finch's new FM station WGHF will broadcast both audio and facsimile, which is radioed writing—newspapers, magazines and illustrated bulletins sent, complete with pictures, to homes within a radius of 50 miles.

sending

receiving

Illustration at top shows a Faxogram which can be written out like a telegram and illustrated with photos or sketches, and dispatched complete in a minute or two between fixed or mobile points, as by telephone or police radio. By telefaxing to a special stencil, it is now possible to have hundreds of received copies struck off quickly by copying machine—halftones included. The Air Press illustrates how news can be broadcast to homes; a sheet 8½" x 11", fully illustrated, with all sorts of newspaper features and cartoons, and printed advertisements, can be broadcast in about two minutes!

The time is one month nearer when Finch Facsimile Telefax equipment will be sending—at high speed—printed or written and illustrated messages between any two points on the earth which can be connected by either a radio circuit or a wire. The Finch patent structure has been declared the strongest and most comprehensive in Facsimile. Write for particulars.

automatically self-synchronizing **finch** *first in facsimile*

FINCH TELECOMMUNICATIONS, INC., PASSAIC, N. J. • NEW YORK OFFICE: 10 EAST 40th STREET, NEW YORK 16, N. Y.

HEY! HEY!
are you ready for the
SALES
HARVEST
ON
WHBQ

W. H. BEECUE

PLACE YOUR PRODUCTS
among
the Popular National
Brands featured daily

YOUR *MUTUAL* FRIEND
MEMPHIS, TENN.
WHBQ
BOB ALBURTY, GENERAL MGR.
Represented by RAMBEAU
NEW YORK CHICAGO HOLLYWOOD

The Largest
TRANSCRIPTION
LIBRARY
TO FILL ALL REQUIREMENTS
•
AMERICAN FOLK
MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

GET IN ON THE
IDAHO
SALES
HARVEST

KTFI
TWIN FALLS · IDAHO

Massachusetts Stations Argue, What Is Construction Permit?

WHAT constitutes a construction permit?

This question is raised by WCOP Boston in a petition filed with the FCC defending its right to build a transmitter house and an antenna base in anticipation of authority to increase power and move its transmitter site. A competitive station, WLAW Lawrence, which is also seeking higher power, has charged that WCOP is in violation of the Communications Act by commencing operations without a construction permit.

In a motion to dismiss the WLAW complaint, Philip J. Hennessey Jr., of Segal, Smith & Hennessy, counsel for the Cowles station, points out that the preliminary work done by WCOP at its new site at Lexington is to gain time in the event the permit is granted. If the permit is not issued he declares, the loss will be station's.

Necessary Prerequisite

Acquisition of the site, the motion explains, was a necessary prerequisite to an application for increased power inasmuch as a definite location must be specified for the erection of a directional antenna. But if there had been a building on the site suitable for housing a transmitter, it argued, it could not be held that construction of a station had "begun."

Erecting a building which "may or may not" be used for a transmitter or installing concrete footings which "may or may not" be used for antenna towers, it held, cannot mean "construction of a radio station." It recalled that in numerous cases existing structures have been used for housing transmitter and supporting antenna and and that the Commission has never suggested that permittees could not use such structures on grounds construction was started before the permit was issued.

The motion further asserts that WLAW's complaint offers no basis for participation in any proceedings on WCOP's application. The statement by Hildreth & Rogers Co., licensee of WLAW, that it is applying for an increase from 5 kw to 50 kw and that it proposes to cover the same area as WCOP is not only "insufficient to constitute the petitioner a party in interest in the WCOP application", the motion concludes, "but the petition is obviously an attempt to hinder and delay and obstruct action on the WCOP application."

In its complaint to the FCC filed by Geo. O. Sutton, counsel for Hildreth & Rogers, WLAW asks that the WCOP application for increase of power from 500 w night, 1 kw day, to 5 kw day and night be designated for hearing. It points out that the WCOP application states that "If the construction permit is granted, the construction will be commenced within 60 days of the granting thereof . . ."

WLAW contends that Section 319(a) of the Communications Act of 1934 requires the issuance of a construction permit before construction of a station is begun and prohibits the Commission from issuing a license unless a construction permit has first been granted. The finding by the Commission that public interest will be served by the erection of a station, it holds, "necessarily precedes the construction contemplated by the applicant."

In support of its complaint, WLAW submitted photographs showing the progress of construction on transmitter buildings and tower foundations at the new WCOP site. The WCOP application, it claimed, is "at variance" with evidence disclosed by these photographs.

The WLAW complaint and the WCOP answer are being studied by the Commission. A decision on the case is expected upon the completion of engineering examination of the WCOP application, filed Sept. 24. It appeared probable that the issue in question will be definitely ruled out.

Mutual Benefit

CHICAGO was assured of one large production program remaining through 1946 as Mutual Benefit Health and Accident Association, Omaha, Neb., renewed its *Freedom of Opportunity* program over full Mutual network, for third successive year effective January 13. Ralph Rosenthal, account executive of Arthur Meyerhoff & Company, Chicago, said program would switch from Friday, 7-7:30 p.m. CST to Sunday, 9-9:30 p.m. CST, effective after the Dec. 28th broadcast. *Freedom of Opportunity*, which is sold as a package, is produced and aired from WGN Chicago. Dan Orth is the sales executive for Mutual.

ACR Net Figures

AMERICAN CABLE & RADIO Corp. and subsidiaries show a consolidated net income of $1,474,527 after operating expenses, maintenance, depreciation and provision for taxes during the first nine months of 1945. Figure is slightly below the net of $1,487,069 for the same period of 1944. Gross operating revenue of ACR was $14,649,521 this year compared with $14,987,352 last year for the nine month period. Radiotelecommunication revenues increased from $2,381,076 to $3,137,136, due primarily to reestablishment of direct circuits with a number of European countries and Japan and to an increased volume of commercial messages.

COX THANKS RADIO FOR AIDING DRIVES

WITH conclusion of the Victory Loan campaign, H. Quentin Cox, consultant to the Radio Section of the Treasury's War Finance Division, has extended to stations and networks a warm tribute for their efforts on behalf of the eighth loan.

Mr. Cox

Mr. Cox left Washington last Wednesday with Mrs. Cox and their infant boy, driving back to Portland, Ore., via the southern route. He has been on leave since Aug. 13 as assistant manager of KGW Portland. He is a director of the Pacific Advertising Assn. and vice-president of District 3, PAA.

In adding his tribute to that by Ted R. Gamble, National Director of War Finance [BROADCASTING, Dec. 10], Mr. Cox said:

"Cooperation generously given by all broadcasting stations and networks during the Victory Loan drive proved to be an important factor in the campaign. I would like to thank all who have donated their time and facilities to the Radio Section, making possible broadcasting's notable service.

"Records gathered by the Radio Section show that the industry's support of the Victory Loan established a new record in the use of Treasury-prepared materials, a fitting conclusion to the series of eight Bond campaigns.

"NAB's role in keeping stations informed of industry participation has been of great value in bringing about successful conduct of the wartime financing program."

CBC Restriction Settled

CONTROVERSY between Canadian Broadcasting Corp. and Department of Justice regarding the CBC carrying reports of disturbances in penitentiaries, one of which was banned from broadcast by Department of Justice, has been cleared by Davidson Dunton, new CBC chairman, in an announcement on Dec. 7. He stated that in future there would be no restriction on carrying of news by CBC on penitentiary disturbances. Department of Justice had insisted on stopping newscast in order to prevent disturbances in other penitentiaries where inmates had radios.

WNBT Doubles

WNBT, NBC video station in New York Dec. 10 started operating on a 6-day 17½ hour weekly schedule, doubling its time on the air in less than a year. Sports from Madison Square Garden are partly responsible for increase.

CBC Shortwave

CANADIAN BROADCASTING Corp. has added a third frequency to its daily shortwave broadcasts to Europe and in December began CKCX on 15.19 mc from 7 a.m.-4 p.m. EST. Transmissions are tuned to Europe in English, French, German, Dutch and Czech. CKNC, 17.82 mc, is used 7 a.m.-2 p.m., and CHOL 11.72 mc, 3-6 p.m.

Music . . . Our Common Heritage carries a real meaning for

Christmas . . . 1945

Deck the halls with boughs of holly, fill the air with joyous song — Christmas, 1945! And what a Christmas it will be — the first real Christmas in five long years.

A Holy day as well as a holiday, its celebration at times reverent, at times gay, Christmas has a two-fold significance — commemorating the birth of peace, and celebrating the seasonal customs of many people. The ordinary festivity of a usual Christmas season takes on added glow with the happy reunions of family and friends.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols have been handed down through the years until it becomes impossible to imagine Christmas without them.

Our heritage of song gives everyone the means to share and spread the brotherhood and fellowship of Christmas.

BMI sincerely extends the greetings and best wishes of the holiday season to everyone.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
New York • Chicago • Hollywood

BMI

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG - CANADA
"THE DOMINION NETWORK"

They Like Our Style
We say, with apologies to none, that we sincerely believe WAIR to be one of the best sales-producing stations in the entire south. There is an intensity of popularity in the large area we cover.
WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

The Latest
AIRLINE SCHEDULES
AMERICAN AVIATION TRAFFIC GUIDE
In use constantly by airlines and frequent air shippers and travellers. Published and revised monthly.
The Standard Guide to Air Transportation
Timetables—Fares—Routings—Maps
SUBSCRIPTIONS $5.00 A YEAR
(12 monthly volumes and supplements)
AMERICAN AVIATION PUBLICATIONS
American Building Washington 4, D. C.

NAB

(Continued from page 16)

stations and broaden the public relations policy.

Among projects understood to be under consideration is the opening of a Hollywood liaison office. This would meet complaints of West Coast broadcasters that they are thousands of miles away from an NAB office, with little personal association contact.

Refurnishing of the New York office of NAB is under consideration. Present facilities are described as inadequate and the association has long desired to provide modern quarters.

Expected within the near future is appointment of a recognized labor relations expert to take charge of the authorized Employe-Employer Relations Dept. The NAB board last February directed the formation of such a department and reaffirmed its action at its Oct. 1-2 meeting. A budget of $60,000 is authorized.

Addition of an FM Dept. following merger with FM Broadcasters Inc. does not involve a serious budget problem since FM station membership is financed under the merger agreement. Since they are generally operating at a loss, however, they pay only the $5 monthly minimum. This subject may come before the board meeting.

With some 800 members on its rolls, NAB anticipates further expansion of the list as new stations are granted in the AM field along with grants in FM, television and other new branches of the broadcast art.

Committee members who attended the two-day meeting were: Campbell Arnoux, chairman, WTAR Norfolk; Clair R. McCollough, WGAL Lancaster, and John J. Gillin Jr., WOW Omaha. NAB executive staff was represented by President Miller and Secretary-Treasurer C. E. Arney Jr.

Frank G. Smith

FRANK G. SMITH, 71, founder and retired head of Smith, Sturgis & Moore, Inc., New York advertising agency, died Dec. 9 at his home in New York. Mr. Smith was assisant to J. Walter Thompson of J. Walter Thompson Co. for 10 years prior to forming his own firm, Smith, Sturgis & Moore. He leaves a widow and a son, William Phillip Smith, who is radio director of Charles W. Hoyt Co., New York.

Aiken Rejoins KOIN

FRED AIKEN has returned to the engineering staff of KOIN Portland, Ore., after three years in the Marine Corps. A master technical sergeant, he served 20 months in the Pacific.

Nedick's Sponsor

NEDICK'S STORES INC., New York (restaurants) sponsors broadcasts of all collegiate basketball games from Madison Square Garden on WHN New York, starting Dec. 12. National invitation championship tournament broadcast on WHN in March will also be sponsored by Nedick's. Agency: Weiss & Geller, New York.

Costs of FM Equipment

(See Story on Page 17)

The following tables show manufacturers' estimates of equipment costs for various size FM stations and probable delivery dates:

TABLE I

Estimated Cost of Major Broadcast Property Items for 250-watt FM Station November 1945

Equipment	*Low Estimate*	*Median Estimate*	*High Estimate*
Transmitters (including Patent Royalty)	$3,800	$4,500	$5,940
Antennae [1] (excluding Supporting Structure)	950	1,700	3,250
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	$6,420	$9,508	$14,500

---

[1] Estimates for 2-bay antennae only. *Estimates for one-bay antennae:*

Low	$500
Median	1,500
High	2,000

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

Compiled by the Accounting, Statistical and Tariff Department, Economics Division.

TABLE II

Estimated Cost of Major Broadcast Property Items for 1000-watt FM Station November 1945

Equipment	*Low Estimate*	*Median Estimate*	*High Estimate*
Transmitters (including Patent Royalty)	$6,500	$9,200	$10,500
Antennae [1] (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	$10,020	$14,758	$20,010

---

[1] Estimate for 4-bay antennae only. *Estimate for:*

	2-bay	*6-bay*
Low	$950	$3500
Median	1700	3700
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE III

Estimated Cost of Major Broadcast Property Items for 3000-watt FM Station November 1945

Equipment	*Low Estimate*	*Median Estimate*	*High Estimate*
Transmitters (including Patent Royalty)	$8,900	$12,300	$14,917
Antennae [1] (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	$12,420	$17,858	$24,427

---

[1] Estimate for 4-bay antennae only. *Estimate for:*

	2-bay	*6-bay*
Low	$950	$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

(Continued on page 88)

Bence Aids Williamson

ROBERT BENCE has been assigned announcer-assistant to Dud Williamson, m.c. on "What's the Name of That Song?" on Mutual stations.

Haines to New York

CONNIE HAINES, featured vocalist on NBC Abbott & Costello show, has received release from that series and will fulfill assignment in a New York musical comedy, as well as a club date. Robert Matthews takes over as singing star on Abbott & Costello show with Jan. 3 broadcast.

Thompson to Hollywood

EDGAR THOMPSON, released from Navy with rank of lieutenant commander, and prior to service, radio editor of Milwaukee Journal, has joined Earl Ferris & Assoc., Hollywood, publicity and public relations firm.

CBS Additions

CHARLES DOUGLAS, released from Navy with rank of lieutenant commander, has returned to CBS Hollywood engineering staff. Harold Peary, Lee Shepard, Lawrence Weston, Vern Taschner, also with release from Navy, Bennet Black, discharged from Marine Corps and Jerry Beranek, from special research staff of Columbia U., have returned to network technical staff.

James B. Mackenzie

JAMES BOYDELL MACKENZIE, 55, art director of Lewis & Oilman advertising agency, Philadelphia, died last Wednesday in the U. of Pennsylvania Hospital after a long illness. He is survived by his widow, Mrs. Esther Mackenzie and two daughters. A son was killed in action in the Pacific in 1944.

Lighter News Show

NEW SHOW emphasizing the lighte side of the news of the day—in humorous and whimsical vein—calle "Once Over Lightly" and featurin Alan Scott starts Dec. 17, five time weekly, 1-1:15 p.m. on Mutual replac- ing "Mr. and Mrs. Reporter" serie which terminated on Dec. 14

New Musical

NEWEST musical called "Motor Cit Melodies" featuring Samuel Benavie' Orchestra, the Don Large chorus an guest vocalists had its premiere Dec. 1 on CBS, 4-4:30 p.m. Saturdays. Progra originates on WJR Detroit.

Do you sell in Canada?

Is your job merchandising . . . you should have a new look at the rich, *stable* Canadian market! Is your job radio time buying . . . you should review the facilities for reaching this rich *responsive* market!

And when you think of Canada, remember that the one province of ONTARIO REPRESENTS MORE THAN 40% OF CANADA'S BUYING POWER! Remember, too, these additional factors . . .

INFLUENCE! CFRB is Canada's most influential station . . . this is a FACT and not a boast. As the most popular station and that with the biggest coverage, CFRB is in a position to influence more people . . . more sales. This is demonstrated by the number of advertisers who send their messages over CFRB. Check the list . . . we'll be glad to send it.

POPULARITY! People know CFRB as the station where their favourites are! This reputation has been built up over years of maintaining a policy of widely varying programmes . . . most of the shows, by actual listenership ratings, most of the people want to hear. Added to this is the fact that CFRB is the basic CBS outlet in Toronto.

COVERAGE! The facts of CFRB's coverage are clearly shown in the reports of the Bureau of Broadcast Measurement, of which this station is a charter member. Check these reports . . . CFRB has the largest primary coverage of any station in Ontario, largely concentrated in the rich, thickly-populated, southwestern area. And CFRB operates on 10,000 watts, day and night.

For further information, write CFRB, Toronto, or contact Adam J. Young Jr., Incorporated, New York, Chicago

1000 WATTS
OF SELLING POWER

CFRB

860 KC TORONTO

First for ENTERTAINMENT! **First for INFORMATION!** **First for INSPIRATION!**

Covering
Ohio's
3rd Market
At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

IN PHILADELPHIA
1st. IN SPORTS
10,000 WATTS
DAY & NIGHT
Philadelphia's Most Powerful Independent
WIBG
SELLS! SELLS! SELLS!

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.

KXOK
ST. LOUIS, MISSOURI
AMERICAN BROADCASTING COMPANY

Costs of FM Equipment

(Continued from page 86)

TABLE IV

Estimated Cost of Major Broadcast Property Items for 10,000-watt FM Station
November 1945

Equipment	*Low Estimate*	*Median Estimate*	*High Estimate*
Transmitters (including Patent Royalty)	$18,500	$21,750	$25,056
Antennae [1] (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	$22,020	$27,308	$34,566

---

[1] Estimate for 4-bay antennae only. *Estimate for:*

	2-bay	*6-bay*
Low	$950	$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE V

Estimated Cost of Major Broadcast Property Items for 50,000-watt FM Station
November 1945

Equipment	*Low Estimate*	*Median Estimate*	*High Estimate*
Transmitters (including Patent Royalty)	$70,000	$75,000	$75,600
Antennae [1] (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
TOTAL	$73,520	$80,558	$85,110

---

[1] Estimate for 4-bay antennae only. *Estimate for:*

	2-bay	*6-bay*
Low	$950	$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE VI

Estimated Cost of Major Broadcast Property (i.e. Transmitter; Antenna, excluding supporting structures and control console) for FM Stations by Power

	FCC Survey, November **1945**		*General Electric*—**1944**	
Power	*Low Estimate for Selected Items*	*Median Estimate for Selected Items*	*Average Estimate for Selected Items*	*Average Estimate for All Items*
250 W	$5,580	$8,000	......	......
1 KW	8,280	12,700	$20,000	$42,000
3 KW	11,580	16,350	26,250	33,250
10 KW	21,180	25,800	30,000	74,285
50 KW	72,680	79,050	102,000	136,530

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers. Estimates of General Electric in *How to Plan an FM Station*, 1944.

TABLE VII

First Delivery Dates of FM Transmitters

First Delivery Date	*Number of Manufacturers* 250w	1kw	3kw	10kw	50kw
January 1946	1	2			
February	1	2			
March	1	1	3		
April		2	1		
May			2		
June	2	1	1	3	
July				1	
August					1
September				1	
November				1	
Early 1947	1		1		1
June 1947					1

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE VIII

Estimated Delivery Dates of Orders for FM Transmitters Placed During November 1945

Estimated Delivery Date	*Number of Manufacturers* 250w	1kw	3kw	10kw	50kw
April 1946		1			
May			1		
June	2	2	2		
July				1	
August		1			
September	1	1	1		
October				1	
November				1	
Early 1947	1		1	1	2
Middle 1947					1

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

CBS Pay Raise

NEGOTIATIONS on 20% wage increase agreement effective Jan. 1, 1946, have been completed by CBS Hollywood and Screen Office Employes Guild, covering office employes of KNX, Hollywood network outlet. Contract also includes union shop provision, 15% adjustment for those earning in excess of new minimum wage scale, with 10% increase on promotions and an improved vacation clause. About 100 employes are involved.

Zenith Convention

ZENITH RADIO Corp. distributors' convention will be held at the Edgewater Beach Hotel in Chicago Dec. 18-19, according to H. C. Bonfig, Zenith vice president in charge of household radio. Representatives from 77 distributors will attend, and will be shown the complete line of Zenith's new models. "Every set," said Mr. Bonfig, "has been completely re-engineered to include research developments of the past five years."

Lyons Renews Plea For Sale of WNYC

Says Responsible Firm Has Offered $2,000,000

IN A LETTER addressed to the New York City Board of Estimate on Dec. 13, James J. Lyons, president of the Borough of the Bronx, renewed his plea for the sale of the municipally owned station, WNYC, for $2,000,000 to a "responsible concern" which he said ha made that offer.

The "responsible concern" referred to is Theodore Newhouse, publisher of a number of newspapers in Long Island, New Jerse and upper state New York. I April 1945, Mr. Lyons originall proposed the sale of WNYC, t the board which was then considering the executive budget of fiscal year 1945-46, but the proposal wa defeated, 11-5.

In renewing his proposal for the sale of the station, Mr. Lyons suggested the elimination of the $99,18 appropriation in the budget for WNYC.

"The offer has been renewed by the same responsible concern," his letter continued. "I do not know what the attitude of the incoming administration is on the operation of a city-owned radio station. Personally, I feel that there is no more reason for a municipality to operate a broadcasting station than to operate a newspaper. The Federal Government does not operate a broadcasting station. I do not think any state or any other city operates a broadcasting station.

"The proposal affords ample time to broadcast any essential city business. The station and all other stations would be available to the mayor in cases of emergency. The bidder for the station also agrees to re-employ all persons now employed on station WNYC."

Mr. Lyons suggested that his proposal not be added to the calendar until Jan. 1946, so that the new administration might consider it.

KQW Hearing

FCC HEARING on the propose purchase of KQW San Jose by CBS scheduled to get under way today last week was postponed by the Commission to Thursday, Dec. 20 at 10:30 a.m. Reason for postponement was not given, but it wa known that Clifford J. Durr, one o the four commissioners to hear th case, has a speaking engagement i Charleston, S. C. tonight. Propose sale would transfer KQW fro Ralph R., Sherwood B. and Mot Q. Brunton and C. L. McCarthy t CBS for $950,000 cash [BROADCASTING, June 25, Dec. 10].

AFRA Expands

AFRA is planning to take ove the offices adjoining its New Yor headquarters at 2 W. 45th St nearly doubling its present spac Work will start soon.

The WNEW "MAKE-BELIEVE BALLROOM" with MARTIN BLOCK

Still leads them all! *

WNEW 'Ballroom' Leads For Period's Ratings

According to the September Pulse report. WNEW's (N. Y.) "Make-Believe Ballroom" during the across-the-board hours of 10-11:30 a.m. and 5:30-7:30 p.m. has a better average rating for the 14 quarter-hours than any other station in its area during the same period.

Current average ratings for the other four leading N. Y. stations are: WABC. 3.4; WEAF, 3.4: WOR, 2.7; WJZ, 2.6. WNEW's is 4.4.

VARIETY—October 24, 1945

MARTIN BLOCK

One of America's
Greatest
Salesmen

*The November *Pulse* shows an even better picture.

It's another favorite program on—

WNEW

1130 ON YOUR DIAL

NEW YORK 22, N. Y.

TEN THOUSAND WATTS—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

"Now I can catch the 10:55 news broadcast over WGAC, Augusta, Georgia"

FOR
SOLID SELLING
IN
SAN FRANCISCO
KSFO
UNIVERSAL NETWORK'S
KEY STATION FOR
NORTHERN CALIFORNIA
MARK HOPKINS HOTEL

One Of America's Finer Stations
IN A CITY
WHERE RETAIL
SALES AVERAGE
$1,835.00
PER CAPITA
WBOC
JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.
RADIO PARK* SALISBURY, MD.
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

NATIONAL DESIGN SERVICE
Consulting Radio Engineers
AM • FM • TV
STUDIOS DESIGNED & BUILT
N. Y. C. 96 Liberty St. BE 3-0207
1129 Vermont Ave., N. W. RE-1464
Washington, D. C.
MEMBER RMA

ACTIONS OF THE FCC

DECEMBER 7 to DECEMBER 13

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS

DECEMBER 4

(Reported by FCC Dec. 10)

Transportation Communications Service Inc., Guilford, N. C.—Granted authority to construct five portable and portable mobile stations for purpose of developing Urban Mobile Service in general vicinity of Guilford, N. C. Frequencies 156.17 and 156.29 mc; 10 w; A3 emission. Units will be installed in taxicabs of Blue Bird Cab Co., High Point, N. C.

Yellow Cab Company of Missouri, Kansas City—Granted applications for one land station and one portable mobile station in Class II experimental service for purpose of developing Urban Mobile Service. Frequency 156.17 mc; land station 50 w, portable mobile 25 w.

George S. Myhaver tr/as Granite Stages, Peterborough, N. H.—Granted applications for one land station and one portable mobile station with six units in Class II experimental service for purpose of developing Highway Mobile Service. Frequency 39.14 mc; land station 50 w.

DECEMBER 10

(Reported by FCC Dec. 11)

KLCN Harold L. Sudbury, Blytheville, Ark.—Granted authority to determine operating power by direct measurement of ant. power; conditions.

W2XCS Columbia Broadcasting System Inc., New York—Granted license to cover CP authorizing new experimental TV station; conditions. Subject to changes in frequency assignment which may result from proceedings in Docket 6651. Power 1 kw visual and aural.

WINS Hearst Radio Inc., New York—Granted mod. CP for extension completion date to 2-28-46, subject to conditions as FCC chief engineer shall deem necessary to determine that DA pattern is obtained and maintained, and subject further to express condition that permittee shall satisfy legitimate complaints of blanketing within 250 mv/m contour, including external cross modulation. (Action taken 11-30-45).

WATX The Regents of University of Michigan, Ann Arbor—Granted mod. CP authorizing new non-commercial educational FM station, to change frequency from 42.1 mc to "to be determined by FCC", change power from 50 kw and type trans. to "to be determined", change trans. site locally and for approval of ant., and extension of completion date to 6-16-46.

DECEMBER 11

(Reported by FCC Dec. 13)

GRANTED applications of following telephone companies for experimental Class II stations for development and testing of General Mobile radiocommunication systems and equipment in proposed Highway and Urban Mobile Services: Wisconsin Telephone Co., one land station, Glenmore, Wis., and one portable mobile station with 12 units to be operated in Green Bay area; Michigan Bell Telephone Co., one land station at Detroit and one portable mobile station with 75 units; Indiana Bell Telephone Co., one land station, Indianapolis, and one portable mobile station with 25 units; Bell Telephone Company of Pennsylvania, one land station at Pittsburgh with a portable mobile station and 58 units and also land station at Philadelphia with a portable mobile station and 160 units; New Jersey Bell Telephone Co., one land station, Newark, and a portable mobile station with 100 units; New York Telephone Co., two land stations, New York and New Rochelle, N. Y. (to be operated simultaneously), and a portable mobile station with 6 units; Southern Bell Telephone & Telegraph Co., a land station at New Orleans and portable mobile station with 17 units, and also land station at Atlanta with portable mobile station; Pacific Telephone & Telegraph Co., two portable mobile stations for San Francisco area.

ACTIONS ON MOTIONS

(By Comr. Wakefield)

DECEMBER 6

(Reported by FCC Dec. 7)

Crescent Broadcast Corp., Shenandoah, Pa.—Granted motion for leave to amend application for new station and amendment filed with motion was accepted.

The New Mexico Publishing Co., Sante Fe, N. M.—Granted petition for leave to amend application for CP; amendment filed with petition was accepted.

Booth Radio Stations Inc., Saginaw, Lansing, Grand Rapids and Flint, Mich.—Granted petition for leave to amend applications for CPs new stations; amendments filed with petitions were accepted.

Valley Broadcasting Co., Stockton, Cal.—Granted motion for leave to amend application for CP; amendment accepted and application removed from hearing docket.

WRAW Raymond A. Gaul and Harold O. Landis, transferors, WGAL Inc. and Keystone Broadcasting Corp., transferees, Reading, Pa.—Granted petition for waiver Sec. 1.382(b) of Commission's Rules so as to accept late their written appearance in re application for transfer of control; ordered said rule waived and accepted written appearance of petitioners.

E. Anthony & Sons Inc. (Bristol Broadcasting Co. Inc.), Boston—Granted motion for dismissal without prejudice of application for new FM station.

Utica Observer-Dispatch Inc., Utica, N. Y.—Granted petition for leave to amend application for CP; amendment filed with petition was accepted.

WCAM The City of Camden, Camden, N. J.—Granted motion for extension of time within which WCAM may file its exceptions to Proposed Decision of FCC, and ordered time extended to and including 1-7-46. FCC on own motion extended time to 1-7-46 to other parties involved in proceeding to file their exceptions.

ACTIONS BY COMMISSION

DECEMBER 13

ADOPTED order permitting oral argument on proposed new Part 16 of Rules & Regulations Governing Railroad Radio Service, issued by Commission 11-14-45. Oral argument is set 12-20-45. Further ordered that new Part 16 shall not become effective until further order of Commission.

Raytheon Manufacturing Co.—Granted special authority for mobile experimental Class II station to be operated aboard SS Kalakala for purpose of conducting experimentation and development in application of radar equipment for use in radio aids to commercial marine navigation. Covers 90 day period.

Tentative Calendar . . .

DECEMBER 17

Fred O. Grimwood, Bloomington, Ind.—CP 1490 kc 100 w unl.

DECEMBER 19

Consolidated Hearing

O. E. Richardson, R. W. Widdel and S. G. Strasburg d/b Voice of Marion, Marion, Ind.—CP 1230 kc 250 w unl.

Chronicle Publishing Co. Inc., Marion, Ind.—CP 1230 kc 250 w unl.

Booth Radio Stations Inc., Logansport, Ind.—CP 1230 kc 100 w unl.

Other participants—WHBU WCPO, intervenors.

Consolidated Hearing

Nashville Radio Corp., Nashville, Tenn.—CP 1450 kc 250 w unl.

A. G. Beaman and T. B. Baker Jr. d/b Capitol Broadcasting Co., Nashville, Tenn.—Same.

E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua d/b Tennessee Broadcasters, Nashville, Tenn.—CP 1240 kc 250 w unl.

J. W. Birdwell, Nashville, Tenn.—Same.

Tennessee Radio Corp., Nashville, Tenn.—Same.

Cecil N. Elrod, Cecil N. Elrod Jr. and S. D. Wooten Jr. d/b Murfreesboro Broadcasting Service, Murfreesboro, Tenn.—Same.

DECEMBER 20

KQW San Jose, Cal.—Transfer control Pacific Agricultural Foundation Ltd., licensee, from Sherwood B. Brunton, Mott Q. Brunton and Ralph R. Brunton as individuals and trustees and C. L. McCarthy to Columbia Broadcasting System Inc. To be held before Comrs. Durr, Jett, Denny and Wills.

DECEMBER 21

KHQ Louis Wasmer Inc., KGA Louis Wasmer, Spokane, Wash.—License renewals.

Applications . . .

DECEMBER 7

WJWC Columbus Broadcasting Corp., area of Columbus, Ga.—License to cover CP new relay broadcast station.

1060 kc

KROY Royal Miller Radio, Sacramento, Cal.—CP change 1240 kc to 1060 kc, increase 250 w to 5 kw, install new trans. and DA-N and change trans. site.

1340 kc

WAIR WAIR Broadcasting Co., Winston-Salem, N. C.—CP install new vertical ant. and change trans. site.

1380 kc

KSWO Oklahoma Quality Broadcasting Co., Lawton, Okla.—CP change 1150 kc to 1380 kc, increase 250 w to 1 kw, change hours operation from D to unl., install new trans. and DA-DN, and change trans. site.

1490 kc

KBST The Big Spring Herald Broadcasting Co., Big Spring, Tex.—Mod. CP authorizing increase power and changes in trans. equip., for installation new trans. and extension commencement and completion dates.

100 mc

WHP Inc., Harrisburg, Pa.—CP new developmental broadcast station on frequency near 100 mc, 250 w, special emission and special for FM.

Amendment

Danville Broadcasting Co., Danville, Ky.—CP new standard station 1340 kc 250 w unl., amended to change frequency requested to 1230 kc with 100 w.

DECEMBER 10

770 kc

WEW The St. Louis University, St. Louis—CP increase 1 kw to 50 kw, hours operation from D to unl., install new trans. and DA-N and change trans. site from St. Louis to Blackjack, Mo.

1450 kc

WDAD Indiana Broadcast Inc., Indiana, Pa.—Mod. CP as mod. authorizing new standard station 1450 kc 250 w unl., for installation new trans. and changes in ground system.

Amendments

Metropolitan Broadcasting Corp., Washington, D. C.—CP new FM station on frequency and coverage to be assigned, amended to specify frequency as to be determined by FCC, coverage as 13,700 sq. mi. or such area as shall conform with FCC Standards, and trans. site in vicinity of Wheaton, Md.

George Bennitt, Russell Bennitt and Hal Douglas d/b Fayetteville Broadcasting Co., Fayetteville, Ark.—CP new standard station 1450 kc 250 w unl., amended to add name of Hal Douglas to partnership.

National Broadcasting Co. Inc., Chicago—CP new commercial TV station on Channel 4 (66-72 mc) with ESR 2380, amended to change ESR to "not specified", change type aural trans. and omit request for facilities of W9XZV and changes in ant. system.

H. L. Corley tr/as Corley Radio & Sound Service, Trinidad, Col.—CP new standard station at 1240 kc 100 w D, amended to change requested power to 250 w, hours operation to unl. and change type trans.

DECEMBER 12

W6XYZ Television Productions Inc., Los Angeles—CP change trans. site from Los Angeles to Pasadena, Cal.

APPLICATIONS were filed in behalf of following standard stations for license renewal: KSAN KWEW WMOG WITH WJEF WBBZ WMOB KYSM WIBX WTAQ WBT. Also for experimental TV stations: WPTZ W3XE W3XPD W3XPE W3XPF W3XPG W3XPH W3XPI W3XPK W3XPL W10XPA W10XPB W10XPC W10XPR.

990 kc

WCAZ Superior Broadcasting Service Inc., Carthage, Ill.—CP change 1080 kc to 990 kc, increase 250 w to 1 kw, install new trans. and vertical ant., change studio and trans. site from Carthage to 1¼ mi. W of Carthage.

480-508 mc

W6XLA Television Productions Inc., area of Los Angeles—CP change frequency from Cannel 11 and 12 (204-216 mc) to 480-508 mc, add aural trans. with special emission for FM with 50 w and change type visual trans.

(*Continued on page 92*)

PROFESSIONAL DIRECTORY

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An Organization of
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Telephone 5-2055 Lab. Phone 7-2465

WORTHINGTON C. LENT
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Consulting Radio Engineers
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P. O. Box 71 Warfield 9089
College Park, Md.

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1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

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1605 CONNECTICUT AVENUE
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EQUIPMENT ENGINEERING CO.
ESTABLISHED 1939
COLORADO BUILDING • WASHINGTON, 4, D.C.
600 FICKENS ST. • COLUMBIA, 19, S.C.

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Universal Research Laboratories
ROYAL V. HOWARD, Director
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Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

ROBERT L. WEEKS
CONSULTING ELECTRICAL ENGINEER
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San Francisco, California

Colton & Foss, Inc.
Electronic Consultants
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927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
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1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

Hon. Vincent Bliss
Earle Ludgin, Inc.
221 West Wacker Drive
Chicago, Ill.

Dear Vince:

I just can't figure out what this "Miss 580" has that I haven't got . . . 'course I'm prejudiced a little . . . but last week the boss decides to give a "580 Club" party. Well we hadn't had a club party since before the war and I just didn't think the auditorium would hold all the women who would want to come . . . and I was right. Even though it rained all day, it seemed to me that nearly all of the 50,000 club members were tryin' to get into the party. 'Course there weren't that many there but I remember one woman who weighed about 3 times as much as I do (I'm kind of a little fella) started to come in the door . . . took one look at the crowd and said she would come back and visit some other time when we weren't so busy . . . yes sir, sometimes I think "Miss 580" must work a charm on these women around here.

Yrs.,
Algy

WCHS
Charleston, W. Va.

KFMB *Sells* SAN DIEGO

San Diego ranks 3rd in California and KFMB ranks high in listening favor with the 373,000 who live within 15 miles of our antenna. Cover San Diego the right way—cover it from within!

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

FCC Actions

(*Continued from page 90*)

Amendments

WNOE James A. Noe, New Orleans—CP change 1450 kc to 1060 kc, increase 250 w to 50 kw, install new trans. and DA-DN, move trans. from New Orleans to approximately 2 mi. NE of Ama, La., amended to change name of applicant from WNOE Inc. to James A. Noe.

Oklahoma Agricultural & Mechanical College, Oklahoma City—CP new non-commercial educational FM station with assignment to be specified, amended to request Channel 22 (91.9 mc), emission as special for FM and power of 10 kw.

Times Publishing Co. of Wichita Falls, Tex.—CP new FM (Metropolitan) station, 46.5 mc, 12,800 sq. mi. coverage, amended to change name from Rhea Howard to Times Publishing Co. of Wichita Falls, frequency to Channel 70 (101.9 mc) and specify studio location.

DECEMBER 13

APPLICATIONS were filed in behalf of following experimental TV stations for license renewal: W2XEM W3XWT. Also for relay broadcast stations KEJJ WEGX WEGW WEHN WNPT.

680 kc

KABC The Alamo Broadcasting Co. Inc., San Antonio, Tex.—Mod. CP, as mod. for change frequency, increase power etc., for extension completion date from 1-9-46 to 4-9-46.

920 kc

KVEC The Valley Electric Co., San Luis Obispo, Cal.—CP change 1230 kc to 920 kc, increase 250 w to 500 w, 1 kw LS, and install new trans. and vertical ant.

960 kc

KROW KROW Inc., Oakland, Cal.—CP increase 1 kw to 5 kw, install new trans. and DA-N, change trans. site from Oakland to San Francisco.

Gould, Kuff Form New Ad Agency in Baltimore

PURNELL H. GOULD and I. Harold Kuff have formed a new advertising agency in Baltimore. Both were recently released from the Army. Mr. Gould, with rank of major, set up the Mosquito and Pacific Ocean Networks for the Armed Forces Radio Service while in the Army. He was later named chief of the broadcast service section at AFRS Hollywood. Prior to the war he was commercial manager of WFBR Baltimore, and previously with WBAL.

Mr. Kuff is a former advertising manager of Hecht Bros. department store in Baltimore. As Sgt. Kuff in the Army, after service overseas, he was transferred to the 40th Infantry Special Service Section to supervise all entertainment and recreation. Occupancy of the agency's quarters, 2100 St. Paul St., Baltimore, is expected Jan. 1.

Consulting Practice

HOWARD S. FRAZIER, who has resigned as NAB director of engineering, will operate a general radio management consulting practice and not an engineering practice as incorrectly indicated in a headline announcing his entry into business [BROADCASTING, Dec. 10]. He will handle station management and organizational studies, station appraisals, rate studies, program policy recommendations and market evaluations as well as serve as merchandising consultant to equipment manufacturers. Mr. Frazier is serving NAB in an advisory capacity until projects now under way are completed.

GET ACQUAINTED luncheon given by Gayle V. Grubb, new manager of KGO San Francisco, was attended by many Bay Area radio executives, including: (seated, l to r) Russell Horgan, KYA assistant manager; C. L. McCarthy, KQW manager; William Pabst, KFRC manager; John Elwood, KPO manager. Standing (l to r) Jerry Akers, KSAN manager; Stanley Breyer, KJBS commercial manager; Phil Lasky, KROW manager; Glenn Shaw, KLX manager; Mr. Grubb; Ray Hamilton, KSFO manager. Luncheon was at Commercial Club.

Chicago Talent Exodus Management Club Topic

CHICAGO RADIO'S greatest headache—exodus of top talent and programs to New York and Hollywood, was discussed Dec. 12 at weekly luncheon meeting of Radio Management Club. Guest Speaker Linnea Nelson, chief timebuyer for J. Walter Thompson Co., New York, stated that Chicago broadcasters must offer more than "just AFRA scale" if it wishes to keep existing talent.

"After all," she stated, "radio talent is just people trying to get ahead, and so far New York and Hollywood offer the most inducements." As a remedy she suggested development of more local talent and programs.

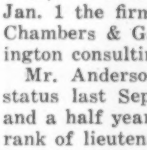
M. Lewis Goodkind, vice president and treasurer of Goodkind, Joice & Morgan, Chicago agency, said that Chicago radio should build "more and better transcription shows" as one possible solution to problem. Harlow Roberts, club president, pointed out that "there are more employed radio people in Chicago than any time since 1938 and that many good shows are available to replace those that have moved on."

Deplores FBIS Demise

ABOLITION of the FCC Foreign Broadcast Intelligence Service because Congress cut the Commission's national defense appropriation for the 1946 fiscal year, was deplored on the floor of the House last Wednesday by Rep. John C. Kunkel (R-Pa.). He termed the Congressional action, due to House pressure, as "short-sighted and actually dangerous to national welfare." Every other principal power has a monitoring service, even larger than that of the U. S. before its liquidation, he asserted. "If this country hopes to participate on even and equal basis in international affairs with Russia, Great Britain and the other major powers," he declared, "it is vitally necessary to continue this monitoring."

ANDERSON & ASSOC. RADIO CONSULTANTS

FORMATION of the consulting radio engineering firm of H. V. Anderson & Assoc., with offices in New Orleans and affiliated quarters in Washington, was announced last week by H. V. Anderson, executive vice-president of Baton Rouge Broadcasting Co. and an engineering consultant for the past two decades.



Mr. Anderson

Mr. Anderson has established headquarters at 715 American Bank Bldg. (Raymond 0111) in New Orleans. Effective Jan. 1 the firm will affiliate with Chambers & Garrison, new Washington consulting engineering firm.

Mr. Anderson went on inactive status last September after three and a half years in the Navy with rank of lieutenant commander. He participated in developmental work in connection with airborne radar at the Navy laboratories at Massachusetts Institute of Technology and in Philadelphia. He also served for a year aboard carriers in the Pacific. Mr. Anderson will continue his supervision of WJBO Baton Rouge, as well as its FM station, WBRL.

Johnson Sales Up

ERSKINE JOHNSON, Hollywood news reporter, broadcasting Monday through Friday, 4-4:15 p.m. as a Mutual co-op program, has been sold locally by 126 stations, B. J. Hauser, manager of the network's cooperative program department, announced last week. This makes Mr. Johnson's program the second ranking Mutual co-op show, Mr. Hauser said, passed only by the news commentary of Fulton Lewis jr. which is currently sponsored locally on 187 Mutual stations. Mutual co-op station sales have reached a new total of 584, Mr. Hauser said.

FM Shifts

(Continued from page 20)

stations W3XL Washington, D. C., and W2XRY New York—have been operating in the high band for some months. The Washington station, which has abandoned the old band, estimates that at least 400 receivers in the Capital can tune in the frequency. Everett Dillard, owner of W3XL and KOZY Kansas City, explained that there are a considerable number of Hallicrafter sets in the area which encompass both the old and new bands and that some old band sets have been converted by their owners, most of whom are engineers employed by the government.

Small Audience

A number of stations have been operating or will soon begin operations with less of an audience than the Dillard experimental station. WDUL Superior, Wis., owned by the Head of the Lakes Broadcasting Co., which claims to have been the first to shift to the high band, has been operating since Sept. 5 with only a handful of sets in its area. The station operates only on its new 92.3 mc frequency. KOZY will also operate exclusively on the high band.

The Stromberg Carlson station, WHFM Rochester, was apparently the first to begin dual operation, starting broadcasting on 98.9 mc with 50 w power on Oct. 15 while continuing on the old band at 45.1 mc. It has been gradually stepping up its power and expects to reach its full 20 kw assigned power by midsummer. The company has been tieing in broadcasting operations with receiver development.

Closely following WHFM in high band broadcasting was the *Milwaukee Journal* station, WMFM, which began testing on 92.3 mc with 500 w power on Oct. 19. It had expected to reach 3 kw power last week.

Two other stations began testing on the high band shortly after they received their new FM assignments which were issued Sept. 12. These were WEHS Chicago, owned by WHFC Cicero, Ill., and WABW Indianapolis, owned by Associated Broadcasters Inc.

While most stations will get on the air around the first of the year, some will probably require more time to effect the changeover or will be delayed because of weather conditions, as in the case of WMTW Mt. Washington, N. H., which is hampered by icy conditions at its transmitter site. Some stations, which have been silent during conversion, were unable to set a date for resuming operations. Others reported they had not yet received promised deliveries of equipment and were uncertain when they could begin. In a few cases, stations said their conversion was under study.

Westinghouse Plans

Characteristic of replies to inquiries on progress in meeting the Jan. 1 deadline was the answer of Westinghouse Radio Stations Inc., which owns five FM stations (WBZ-FM KYW-FM WBZA-FM KDKA-FM WOWO-FM). The company reported that it received an extension of time in meeting equipment tests, having experienced some delay in obtaining crystals. However, it expected to begin tests by Dec. 15.

Westinghouse is installing converters and will be on dual operation at the Jan. 1 deadline for program operations. It intends to continue on that basis as long as it is permitted. As with other stations, the company will be unable to start high band broadcasting in full transmitter power or authorized antenna height but expects to reach its assignments within six months.

First Radar Grant

FIRST grant for civilian application of radar was issued last week by the FCC. The Commission authorized Raytheon Mfg. Co., New York, to conduct experiments aboard the SS Kalakala, a ferry operating on Puget Sound, Wash., to determine the value of radar for commercial marine navigation. The authorization is for 90 days.

Nary Promoted

E. R. NARY, veteran of 30 years service with Westinghouse Electric Corp., and lately manager of manufacturing for Baltimore divisions, has been appointed assistant to Westinghouse Vice President Walter Evans. He will be concerned with operations of the industrial electronics and x-ray divisions in Baltimore and the home radio division at Sunbury, Pa.

284th for Mutual

KGCX Sidney, Mont., 1000 w on 1480 kc, joins Mutual Dec. 20 as the network's 284th outlet.

Lea Plans to Report Out Bill Aimed Toward Curbing Petrillo's Activities

TAKING HEART from House passage of the Hobbs anti-racketeering bill (HR-32) Wednesday, despite stiff opposition from labor forces, Chairman Clarence F. Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee this week plans to report out his bill (HR-4737) to curb James Caesar Petrillo's activities in broadcasting.

Returning Dec. 9 from Paris, where he was a guest on the first TWA Washington-Paris flight, Rep. Lea called a subcommittee meeting last Thursday to work on strengthening his bill [BROADCASTIING, Dec. 10]. Although House action before Christmas recess isn't likely, in view of President Truman's urgent request for authority to set up fact-finding boards in labor disputes, Mr. Lea said he hoped to report out HR-4737 this week. Congress plans to recess on Friday, returning about Jan. 3.

Tests on labor legislation in the House last week left both sides claiming victories when the Rules Committee presented rules to bring up the May-Arends bill (HR-3937) to repeal the Smith-Connally Act and abolish the National Labor Relations Board, and the Hobbs bill (HR-32) to include labor unions in the anti-racketeering law. The May-Arends bill rule was defeated Tuesday 20-182.

On Wednesday, however, the House by an overwhelming voice vote, adopted the rule to bring up the Hobbs bill. House leaders indicated the Hobbs bill would not be taken up, however, until after Congress had acted on the President's fact-finding legislation. At his news conference Wednesday the President expressed hope that the bill would be passed by Christmas. Leaders of Congress were not so optimistic.

Proponents of the Lea bill to curb Mr. Petrillo's hold over broadcasting were heartened at the overwhelming vote on the Hobbs bill rule. It indicated, they pointed out, that the House is eager to protect legitimate business and organizations from labor racketeers. A similar bill passed the House in 1943 but died in the Senate.

Craig Board Member

EDWIN W. CRAIG, vice president of WSM Nashville, and president of the National Life and Accident Insurance Co., Nashville, last Wednesday was elected a member of the board of directors of the Institute of Life Insurance. At meeting held at the Waldorf-Astoria, New York, public relations were termed "a major function of top executives."

GOT A JOB TO DO
in Idaho?
Idaho's Most Powerful Station
Radio Station KID
IDAHO FALLS
IDAHO
5000 WATTS
Mutual
Joseph Hershey McGillvra, Inc.
National Representatives

"It's your cooking again! Why don't you get your recipes from WJW's 'Woman's Page'?"

People never get SICK of listening to WJW because we follow tested RECIPES in programming. That's why mornings and afternoons throughout the week . . . Monday through Friday . . . WJW delivers more daytime dialers per dollar in Cleveland than any other station.

BASIC
ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Nearly 2,000,000 Listeners

. . . more people than live in the entire state of Rhode Island! Day and night WLAW sells to these residents of Industrial New England—a responsive market where annual retail sales alone approximate $650,000,000.

WLAW

LAWRENCE, MASS.

5000 WATTS 680 Kc.

Basic Station
American Broadcasting Co.

NATIONAL REPRESENTATIVES:
WEED & CO.

GETTING AROUND
IN NEW YORK

is quick and easy when you're staying at The Roosevelt—just a short stroll from key business centers, shops, theatres. And Hilton service assures your comfort. Rooms with Bath from $4.50.

HOTEL ROOSEVELT

Dean Carpenter, General Manager
Madison Ave. at 45th St., New York.

Other Hilton Hotels Include Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House

C. N. Hilton, President

DIRECT ENTRANCE TO GRAND CENTRAL TERMINAL

N. M. Case

(*Continued from page 18*)

tained the license. In 1935 the FCC wrote the college that after reading the contract for lease there was "serious doubt of the legality of the entire transaction".

When the station's license came up for renewal the FCC designated it for hearing. Meanwhile the college contracted to sell KOB to Albuquerque Broadcasting Co., headed by T. M. Pepperday, also president of the Journal Co. The FCC granted consent to transfer in June 1936.

Contract Terms

Under terms of the sale contract the college was to have been given one hour daily, non-cumulative time, a half-hour before 6 p.m. and the other half-hour after 6 p.m., particular broadcast time to be selected at the option of the college. Another clause in the contract, however, provided that licensee would have complete control of operation and unlimited supervision of programs.

On June 30, 1945, the college regents transmitted a demand to KOB for these periods: 8:30-9 p.m. daily except Monday and Thursday; 5:30-45 p.m. daily except Sunday; 10-10:30 a.m. Sunday in addition to 2½ hours per week already being utilized under the sale contract.

KOB, through Pierson & Ball, filed complaint in the New Mexico Federal District Court for declaratory judgment charging (1) the station could not legally accede to the demands, and (2) the contract did not give the college the right to make demands.

Holding that there was no "genuine issue" as to material facts and no controversial question, the court issued the following declaratory judgment:

> 1. That the demand of the defendant, dated June 30, 1945, for the scheduling of its programs for specific time was rightfully refused by the plaintiff; that under the Federal Communications Act of 1934, as amended, and under the rules and regulations, restrictions and conditions made and imposed upon the plaintiff by the FCC, the plaintiff has the sole and exclusive right and duty to exercise its independent judgment and discretion to control, supervise, and direct the use and operation of Station KOB in the interest of the listening public and to choose and select programs and allocate time for the broadcast of programs which will best serve the interests of the listening public, and is prohibited by law from assigning said right or delegating the said duties voluntarily or involuntarily, directly or indirectly, to any person or party, including the defendant.
>
> 2. That the plaintiff under its license from the FCC is obligated to broadcast under the rules, regulations, terms and restrictions imposed upon it by the FCC, and that had the plaintiff acceded to the demand of the defendant for specific time as set forth in said demand under date of June 30, 1945, the plaintiff would have violated its duties under its license.
>
> 3. That the defendant is without right under the contract annexed to plaintiff's complaint and marked "Exhibit A" to require the plaintiff to turn over any period or periods of time the defendant elects to demand without furnishing advance information on the program to be broadcast and without recognizing that it is the sole right and duty of the plaintiff under its license from the FCC to exercise its independent judgment as to the time when defendant's programs shall be scheduled and broadcast in the interest of the listening public.
>
> 4. Any party may at any time hereafter apply for consequential relief herein in accordance with the terms of the Federal Declaratory Judgment Act of June 14, 1934.
>
> 5. That the plaintiff recover its costs in this behalf expended.

LEGION of Merit is presented Col. Edward M. Kirby (l) by Maj. Gen. Alexander Surles at the War Dept. Col. Kirby was cited for "exceptionally meritorious conduct in the performance of outstanding services as chief, Radio Branch, War Dept. Bureau of Public Relations, from May 1942 to Sept. 1945." He is now public relations counselor in New York and Washington.

Western Electric Workers Ask Aid

Sympathy Strike of Telephone Union Members Possible

POSSIBILITY of a sympathy strike speading among members of the National Federation of Telephone Workers was seen last week as Western Electric Employes Assn., representing 16,000 Western Electric Co. workers in New York and New Jersey, enlisted NFTW's support after rejecting a renewed company offer for a 15% wage increase.

WEEA members voted Nov. 28 to strike unless their demands for 20% raises were met. Last week WEEA solicited help of NFTW with which it is allied, and forthwith Joseph A. Beirne, NFTW president, sent a telegram from his Washington, D. C., headquarters to C. G. Stoll, Western Electric Co. president, requesting a meeting. Much hinged on the outcome of the meeting, which was still in progress as BROADCASTING went to press.

The company announced its representative at the meeting would be Stanley Bracken, vice president in charge of manufacturing, and not President Stoll. Union representatives were Mr. Beirne, Frank J. Fitzsimmons, president of WEEA, and Henry Mayer, New York attorney for the union.

Under its own rules the telephone workers union will make an effort to settle the differences before calling sympathy strikes among its 47 locals and 250,000 workers.

R. C. OSTRANDER, former sales manager of KFPY Spokane, has joined Cline Advertising Service, Boise, Ida., as account executive.

Time Change

(*Continued from page 18*)

there would be no problem. Opposition to daylight time generally comes from farm groups, boards of education and theatrical interests, and this opposition would be loud if legislation were sought.

Second suggestion is that the NAB, ANA and AAAA study the problems as a whole and draw up an integrated program. Operation of radio on standard time, just as railroads do in summer, has been suggested.

NAB Board on Record

NAB board last October discussed the question and went on record as favoring all efforts to attain uniformity in time.

With two network affiliate groups now working separately to arouse industry sentiment, the subject is expected to remain alive during the winter after a quiescent four-year interval.

Representing American affiliates at the network's District 2 meeting in Detroit last week, besides Mr. Campbell, were: Leonard A. Versluis, Hy M. Steed, WLAV Grand Rapids; Stanley R. Pratt, WSOO Sault Ste. Marie; Harry McTigue, WINN Louisville; J. M O'Hara, WMAN Mansfield, O.; Jack Kelly, WCOL Columbus; William M. O'Neil, Lawrence Webb, WJW Cleveland; Robert Sampson, WSAI Cincinnati; Howard Lane, Marshall Field stations; Art Shawd, WTOL Toledo; Marshall L. Rosene, WSAZ Huntington, W. Va.; Hugh A. Giesel, WBCM Bay City, Mich.; Ford Billings, WHOT South Bend; John R. Atkinson, WHBV Anderson, Ind.; Robert T. Mason, WMRN Marion, O.; Howard Loeb, WFDF Flint; Herman Radner, WIBM Jackson; Fred W. Wagenvoord, WJIM Lansing; Phil Wood, WFMJ Youngstown; Dan E. Jayne, E. P. Mills, WELL Battle Creek; J. P. Williams, WING Dayton; Adna Karns, WIZE Springfield; C. Bruce McConnell, Robert E. Bausman, WISH Indianapolis; George Smith, WWVA Wheeling; S. Bernard Berk, WAKR Akron; Mark Woods, John H. Norton Jr., Otto Brandt, Archie Grinalds, Ted Oberfelter, American network.

Marshall Field First

MARSHALL FIELD & Co., Chicago, holds top priority for television equipment for intrastore use manufactured by General Electric, George S. Peterson, district manager for GE electronics department revealed last Thursday. During the war General Electric adopted a plan of accepting orders for postwar television installation and Marshall Field was first to enter into a contract. Store officials said no detailed plans for intrastore video have been made yet, but they indicated interest in the media as a sales tool.

THE FIRST UNIFORM MEASUREMENT ... RADIO
... SERVED BY EACH STATION ... THE U.S.
BROADCAST MEASUREMEN BUREAU

PROMINENT agency executives at the annual meeting of the American Assn. of Advertising Agencies Council, held Dec. 11 in Chicago, included (l to r): Arthur R. Mogge, vice chairman of the Central Committee; Fred R. Gamble, AAAA president; Richard Compton, AAAA chairman; Fairfax Cone, chairman of Central Committee; Sid Wells, AAAA secretary; Hugh Feltis, BMB president.

Whan Survey

(*Continued from page 18*)

tioned agreed on any one suggestion for the improvement of radio service, though 77 different items were mentioned by one or more of the 5,276 persons answering the question.

Four out of 10 answered "yes" when asked if some announcements annoy them, but there was little agreement. No more than 1.7% of the women agreed on any single commercial as annoying and no more than 1.8% of the men agreed.

Asked to name specific commercial announcements, the following were found most annoying, in this order: Rinso White, Lucky Strike, Lifebuoy, Super Suds, Whizz, Dentyne, Carter's pills, Staley's Pig Mamma, Nutrena, Oxydol, Helzberg's, Pepsodent, Duz, Lady Esther, Pepsi Cola, B. C. Headache, Swan, Philip Morris, Sweetheart Lard. Highest percentage figure was 4.6% of annoyed women listeners who mentioned Rinso White, or 1.7% of all women listeners.

By types, those who objected mentioned, in order: Singing commercials; liquor, wine or beer; "all commercials"; soap advertisements; serial stories, "too many commercials"; patent medicine; tobacco; transcribed commercials; vitamins; jazz music. Highest percentage figure was 3.3% of annoyed women listeners, or 1.3% of all women listeners, who mentioned singing commercials.

Of Kansas farm families, 42.9% are having reception difficulties with stations heard regularly; figure for village families is 39.3%, for urban families 30.9%. Having no difficulty are 34.2% of farm families, 38.5% of village families and 50.5% of urban families. Reporting they haven't noticed reception difficulty with stations heard regularly were 22.9% of farm families, 22.2% of village families and 18.6% of urban families.

The survey points out that at least one-fourth of the state in daytime and one-half the state in nighttime lies outside the primary service area of any station. No clear-channel station of any type lies within Kansas and the nearest clear is in a different time zone.

New Allocation Plan Draws Full Support, Young Declares

AS A RESULT of wartime results, advertising has become an instrument for social as well as private ends in peacetime, James W. Young, chairman of the AAAA Council, declared at the Advertising Council's annual meeting in Chicago Tuesday.

Mr. Young was prevented from attending by illness. His speech was read by Charles G. Mortimer, advertising director of General Foods and chairman of the AAAA Executive Committee.

First major project outside of Government for the council came from the National Safety Council of Chicago, which enlisted its help in "making a fullscale attack on the frightful death rate from preventable accidents."

Treasury Assignment

"The Advertising Council is underway," Mr. Young asserted. "Our first big assignment has come from Secretary of the Treasury Vinson who has asked us to take over completely the direction of promotion for the Treasury's long range program of peacetime bond selling."

Three important lessons were learned by advertising agencies as a result of war experience, he said. He described them as power of advertising when all its forces combine; its effectiveness in solving important national problems; knowledge that for business, as for an individual, best public relations is public service.

Single exception to the last example, he declared, is network broadcasting. "In this form the advertiser becomes a producer of the medium itself, and as such he acquires some of the responsibilities and interest of a medium owner. The public standing and goodwill of the medium is in his hands."

Mr. Young said the council has asked advertisers to support it with a continuation of a modified version of the wartime allocation plan, and that "the response is overwhelmingly favorable."

Mr. Mortimer said the radio advertiser's job is to sell both his company and his products and the part both play in serving the public.

"Advertising which performs a public service will enable the advertiser to sell more products," he declared, and cited programs improving public health and housing as examples.

Richard Compton, chairman of AAAA, said advertising had helped to preserve Government during the war and that its job today was to preserve industry. Afternoon session of radio and media panel with Otto Stadelman, vice-president of Needham, Louis & Brorby as chairman, discussed the Chicago radio situation.

Ray Jones, executive chairman of Chicago AFRA, told members Chicago radio employed more people today than in 1938. He said, "It is only natural for good radio talent to gravitate to New York and Hollywood where both salary and opportunities are greater."

Fairfax Cone, of Foote, Cone & Belding, presided over the meeting as chairman.

CAB CHANGES PLAN OF ADMINISTRATION

GLEN BANNERMAN, president and general manager of the Canadian Assn. of Broadcasters, will not be reappointed when his current term ends Feb. 28, after five years as the first paid CAB president. CAB is returning to its former system of honorary president and permanent secretariat. Officials gave no explanation of the change.

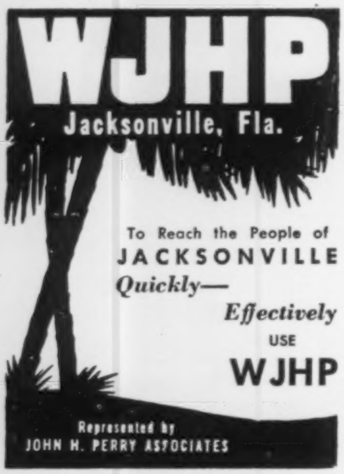
During Mr. Bannerman's tenure CAB adopted the ethics code; standardized stations rate structures; developed standard method of measuring coverage, resulting in formation of the Bureau of Broadcast Measurement; developed better relations among industry elements, and brought closer relations with U. S. broadcasters through NAB.

IN SHARP FOCUS
Postwar uncertainty is nil in this permanent, balanced Seaboard Market. Great today—greater tomorrow! PERMANENT PLANTS — PAYROLLS — PEOPLE". The WSAV market!
NBC
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

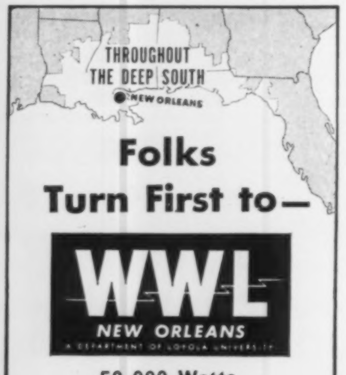
MBS KATZ
27 FOOD AND DRUG ADVERTISERS ARE NOW SPONSORING PROGRAMS on WOL
to sell the Washington market
. . . 5th in DRUG STORE sales
. . . 7th in FOOD STORE sales
of all U. S. cities *
*Sales Management 1945 Survey of Buying Power
A Cowles Station
WOL
"THE VOICE OF WASHINGTON"

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC



WJHP
Jacksonville, Fla.
To Reach the People of
JACKSONVILLE
Quickly—
Effectively
USE
WJHP
Represented by
JOHN H. PERRY ASSOCIATES

Swing it! WITH
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA - MONTANA



THROUGHOUT THE DEEP SOUTH
NEW ORLEANS
Folks Turn First to—
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

CORNY?
WIBW ADVERTISERS DON'T THINK OUR METHODS OF SELLING TO FARMERS IS CORNY. NOT WHEN THEY CHECK SALES FIGURES IN KANSAS AND NEARBY STATES.
WIBW The Voice of Kansas in TOPEKA

BMB Study Ready

BMB TECHNICAL Research Committee has approved bids on editing, coding, tabulating and mailing for the first bureau study as submitted by Industrial Surveys Co. and Reuben H. Donnelly Corp., and has recommended their acceptance by the BMB board. Committee authorized the BMB staff to proceed with the completion of details on the proposed contracts, prior to board action.

NAB Group Plans Study of Standards

Proposed Revisions on Agenda For Code Committee Meet

REVISION of the NAB Standards of Practice, drawn up at the Aug. 6-7 NAB Board of Directors meeting, will be considered Dec. 17-18 by the NAB Code Committee, meeting at the Palmer House, Chicago.

Up for argument will be proposals to revise the standards governing news broadcasting. Proposed are further restrictions on advertising copy in five-minute news broadcasts, fixing the limit at 75 seconds. E. R. Vadeboncoeur, vice president of WSYR Syracuse and chairman of the NAB Radio News Committee, will offer committee views on news standards along with ideas he has developed in his experience as a newscaster and commentator.

Recommendations to the NAB board will be considered, especially in connection with exceptions to the Standards of Practice section covering commercial programs and length of commercial portion, including participation programs. A recommendation may be made on five-minute newscasts. Also up for discussion will be reports of the Small Market Stations Committee and the Sales Managers Executive Committee.

Hitchhiker and cowcatcher plugs will be considered. Possible recommendations covering this subject will be considered. Meeting agenda winds up with general discussion of the standards and suggestions for further revision.

Chairman of the committee is Herbert Hollister, KANS Wichita. Other members are Edgar L. Bill, WMBD Peoria; Arthur B. Church, KMBC Kansas City; Henry P. Johnston, WSGN Birmingham; Merle S. Jones, WOL Washington; Ed Yocum, KGHL Billings; Jan Schimek, CBS; William S. Hedges, NBC. Attending for the NAB headquarters staff will be A. D. Willard Jr., executive vice president; Edward M. Kirby, public relations counsel; Willard D. Egolf, special counsel. Board liaison committee consists of Paul W. Morency, WTIC Hartford, chairman; Hugh Terry, KLZ Denver; Campbell Arnoux, WTAR Norfolk.

RFC Retains Surplus Agents But Plans Improved Handling

SALES plan for war surplus radio and electronic equipment, which Surplus Property Administration had threatened to revoke, will be retained on a modified basis. Action was taken last week at a conference between executives of the Radio Manufacturers Assn. and SPA along with Reconstruction Finance Corp. RFC is U. S. sales agency for surplus producer and consumer goods.

RMA and U. S. officials were named members of a joint committee which will screen the 230 manufacturers now acting as private agents for RFC. These firms have been warehousing, inspecting, repairing and selling radio equipment for RFC, receiving a 10% sales commission. Details of the agency contracts also will be reinspected.

Danger of Dumping

Revocation action was dropped when RMA pointed out the danger that large syndicates would obtain quantities of radio equipment and dump it on the market. RMA reminded that the highly technical items must be handled by experts and that a government-operated sales system would be inefficient and produce less revenue. Manufacturer agents now inspect and repair equipment.

RFC had received complaints that cities, civic agencies and veterans were having difficulty obtaining surplus property. RMA reminded that U. S. regulations actually give such purchasers priority before surplus ever reaches manufacturer agents. Radio surplus has been small thus far but enormous quantities, running into billions, may be released in the near future.

Sam H. Husbands, RFC director, declared he favored continuance of the RFC-industry program on a more efficient basis.

Bond Geddes, RMA executive vice president, presented the argument for retention of the agent contract plan in the absence of A. S. Wells, Wells-Gardner Co., chairman of the RMA Reconversion Committee. Other RMA representatives at the conference included: M. F. Balcom, Sylvania Electric Products, RMA tube division chairman; Ernest Searing, International Resistance Co., parts division; W. J. Halligan, Hallicrafters Co., set and transmitter divisions; L. W. Teegarden, RCA; R. B. Kennett, Tung-Sol Lamp Works; J. G. Mayer, Hallicrafters Co.; A. L. Milk, Sylvania Electric Products; J. J. Clune, National Union Radio Corp.; E. H. Fritschel, General Electric Co.; Herman Krissman, Belmont Radio Corp.; G. E. Oliver, P. B. Rawley, Raytheon Corp.; Fred F. Ball, Crosley Corp.; F. S. Boland, Federal Telephone & Radio Corp.; James D. Secrest, RMA director of publications. Taking part also were Nathan L. Silverberg and Charles E. Cohn, of Standard Arctutur.

On the joint committee representing SPA-RFC are: Stuart K. Barnes, executive director, Office of Defense Supplies; R. C. McCurdy, assistant director, SPA Electronics Division; W. E. Unzicker, RFC assistant treasurer; G. A. Schwarz, assistant to director of RFC Office of Surplus Property; C. F. Baldwin Jr., executive assistant to Mr. Husbands.

Mr. Wells will appoint a committee of five representing all segments of the radio industry to be committee members. A sixth member will represent communications interests which have agent contracts.

WAJR Wins Promotion Award Given by Gillette

(*See picture on page 76*)

WAJR Morgantown, W. Va., gave best local promotion to broadcasts of 1945 World Series, sponsored by Gillette Safety Razor Co. on Mutual, according to results of contest in which WAJR received first prize—a portable typewriter.

Additional merchandise prizes were awarded to: WEBR WIBX WIBC CKLW WAZL WJEJ WHB WIP WGRC WHEB KTHT WCSC WHK WEIM CKOC.

Mutual reports that promotion activities of the stations, based on a kit provided by the MBS audience promotion department, was more consistent and showed higher degree of showmanship than in previous years. Average World Series Hooper rating of 26.2 was highest since 1942.

Westinghouse Electric Makes 5 Appointments

FIVE APPOINTMENTS within the advertising department of Westinghouse Electric Corp., Mansfield, O., have been made as initial step in preparing for extensive advertising. Appointments include J. R. Clemens, assistant manager of appliance advertising, in charge of product advertising, promotion and sales training; P. W. Endriss, assistant manager of appliance advertising, in charge of full line advertising programs, consumer education and the advertising and promotion of insecticide dispensers; E. J. Hegarty, manager of sales training, in charge of development of production, and testing of wholesale and retail sales training plans; K. A. Donelson, operations manager, office manager of advertising department; and J. G. Baird, sales promotion manager, in charge of full line sales promotional activities for department and furniture stores.

RMA Group Sets Satellite Standard

ACTUAL test by a broadcasting station of a satellite transmitter tied to the station by a 2 w FM relay circuit on an ultra-high frequency, using equipment developed during the war, is foreseen as a result of action taken last week by the Subcommittee on Satellite Transmitters of the Radio Manufacturers Assn.

Engineering wrinkles in this form of unattended transmitter, by which coverage of standard broadcast stations could be greatly increased with a minimum of interference, were worked out at the committee meeting held in Philadelphia. Leading transmitter engineers were present.

Three Bands Proposed

Three bands are proposed for relay signals to unattended satellite transmitters. These are approximately 950-960 mc; 1750-2100 mc; 5650-7000 mc. Of these, the second band is believed to be the one most likely to be selected by engineers, though ultimate development of the art may make the highest band desirable.

Equipment for satellite relays is being tested in the laboratory of one manufacturer, but further development awaits field tests.

Two sets of engineering standards are proposed. First covers the Satellite Control Channel (SCC), including high-frequency transmitter and high-frequency receiver and their antennas, including the signal between the main broadcast station transmitter delivered to the satellite control transmitter. Second set of standards covers the satellite broadcast transmitter itself, which picks up this relay signal and rebroadcasts it to the listener.

These standards are for guidance of experimenters at the present state of the art.

15-20 Mile Range

Relay transmitters could be operated successfully up to 15 or 20 miles with only 2 w power, using highly directive antennas.

The committee felt that power of satellite transmitters themselves should come within four ranges: 10-50 w continuously variable; 50-250 w; 250-1000 w; 100-5000 w.

Attending the meeting, held at the Hotel Philadelphian, were: Howard S. Frazier, NAB, committee chairman; R. H. Lindsay, Western Electric; L. E. Littlejohn, WFIL Philadelphia; Paul F. Godley, Paul F. Godley Co.; I. R. Weir, H. B. Fancher, J. F. Wilcox, GE; Curtis B. Plummer, FCC; Ogden Prestholdt, CBS; Nils Oman, L. E. Thompson, J. M. Young, RCA; E. J. Coxey, E. M. Ostlund, Federal Telegraph & Radio Corp.; W. H. Forster, Philco Co.; G. H. Wintermute, Sperry Gyroscope Co.; Ross Bevelle, WWDC Washington; R. H. Daugherty, AT&T. Messrs. Fancher, Wilcox, Thompson and Ostlund were guests of the committee.

Future of Shortwave in U.S. Expected To Be Decided Soon

THE FUTURE of international shortwave broadcasting from the U. S. likely will be determined shortly, but all indications point to continued operation of the nation's shortwave outlets by private licensees under State Dept. auspices, with the Government purchasing program time.

William B. Benton, assistant Secretary of State in charge of Public Affairs, met in New York Friday with the seven licensees of the country's 36 shortwave outlets. Don Francisco, vice president of J. Walter Thompson Co. and former director, Radio Division, Office of Coordinator of Inter-American Affairs, submitted to the licensees a proposal for future operations.

At a conference of industry leaders with State Dept. officials Thursday it was learned that the State Dept. feels this country must take all steps possible to overcome in other countries the distortions and misconceptions about America. Considered one of the most important and potent media in this program of education is radio.

British Plans

Already Great Britain has announced elaborate plans for worldwide news service and broadcasts. Russia, likewise, has been stressing propaganda, particularly by shortwave broadcasting.

How international broadcasting shall be accomplished still must be worked out. Many proposals have been submitted to the State Dept. There are divergent views as to how this medium shall be controlled, programmed and owned. One thing is definite. The State Dept. has assembled enough evidence to convince its officials that international broadcasting must be continued "in the interests of the peoples of the United States".

The State Dept. hopes to carry out its project in a five-point program:

(1) Through news and feature work, which can legitimately fall to the State Dept. Large areas in various parts of the world are without the regular news wire reports. In these, State Dept. hopes to disseminate news.

(2) Through broadcasting.

(3) Through motion pictures. State Dept. proposes to supplement activities of the film industry; plans to produce some shorts to augment private production.

(4) Through libraries in all parts of the world. In Italy there is a great demand for material in the U. S. library, now conducted under State Dept. supervision.

(5) Through exchange of students; in 1946 State Dept. expects 10,000 students from foreign lands to attend schools in America; in return 10,000 Americans will attend schools in other countries; by 1947 the goal is 20,000 students.

Bob Hope Voted Best in Fame Poll; Allen, McGee, Crosby Tied for Second

UBIQUITOUS Bob Hope, who for the past five years has apparently amused more radio editors, columnists and critics than any other comedian, has been voted "Champion of Champions" again in *Motion Picture Daily's* 10th annual fame poll, it was announced Dec. 12.

Hope not only was voted the highest program classification in the poll—"Champion of Champions"—but won the choice of America's best comedian. His Pepsodent show was voted the best comedy program of 1945.

Winners in some classifications are as follows, listed in the order of their ratings in the poll:

Champion of Champions

Bob Hope (NBC); Fred Allen (NBC), Fibber McGee and Molly (NBC), Bing Crosby (NBC) (tied); Lux Radio Theater (CBS), Edgar Bergen-Charlie McCarthy (NBC) (tied).

Most Promising Star of Tomorrow

Jack Smith (CBS); Jo Stafford (CBS), Marlin Hurt (CBS) (tied); Danny O'Neil (CBS).

Comedian

Bob Hope (NBC); Fred Allen (NBC); Ed Gardner (NBC), Edgar Bergen-Charlie McCarthy (NBC) (tied); Jack Benny (NBC).

Comedienne

Joan Davis (CBS); Fanny Brice (CBS); Gracie Allen (NBC).

Comedy Team

Fibber McGee and Molly (NBC); Jimmy Durante and Garry Moore (CBS); Amos and Andy (NBC), George Burns and Gracie Allen (NBC) (tied).

Master of Ceremonies

Bing Crosby (NBC); Harry Von Zell (CBS-NBC); Bob Hope (NBC).

Male Vocalist (Popular)

Bing Crosby (NBC); Dick Haymes (CBS); Perry Como (NBC).

Male Vocalist (Classical)

John Charles Thomas (NBC); Nelson Eddy (CBS); James Melton (CBS).

Female Vocalist (Popular)

Dinah Shore (NBC); Jo Stafford (CBS); Frances Langford (NBC).

Female Vocalist (Classical)

Gladys Swarthout (NBC); Patrice Munsel (CBS); Lily Pons (guest performances).

Commentator

H. V. Kaltenborn (NBC); Raymond Swing (ABC); Lowell Thomas (NBC).

Sportscaster

Bill Stern (NBC); Ted Husing (CBS); Harry Wismer (ABC).

Symphonic Orchestra

New York Philharmonic Symphony (CBS); Boston Symphony (ABC); NBC Symphony (NBC).

Daytime Program

Fred Waring Show (NBC); Breakfast Club (ABC); House Party (CBS).

Dramatic Program

Lux Radio Theater (CBS); Theater Guild on the Air (ABC); Textron Theater (Helen Hayes) (CBS).

Comedy Show

Bob Hope (NBC); Fibber McGee and Molly (NBC); Fred Allen (NBC).

New Program Idea

Request Performance (CBS); Queen For a Day (Mutual).

Best News Job in Radio in 1945

CBS—For V-E Day, V-J Day, Japanese surrender and President Roosevelt's death.

COME AND GET IT says...
MR. REDDY CASH
"Hit Oil!" In the Heart of the World's Largest Oil Fields, KFRO influences Buying Habits of Half Million People.
*Affiliated American and Mutual Networks.
KFRO
LONGVIEW, TEX
VOICE OF EAST TEXAS

4,955,144
spindles
spinning
VICTORY
CBS
...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

HONOLULU
KGU
FOR FULL COVERAGE OF HAWAII
N. B. C. IN THE PACIFIC SINCE 1931
Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

ST. LOUIS SNAPSHOTS
THE LUCKY FELLOW, HE HAS A RESERVATION AT THE
HOTEL
Mayfair

—Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Can you announce? Ad lib A-1 Morning Alarm Clock Show? Newscast? Must be sober, reliable. Permanent. $75.00 and room. Give references. Box 579, BROADCASTING.

Hammond Electric Organist who can double as singer-announcer. Man or woman. Box 580, BROADCASTING.

Top flight newscaster, network quality. Liberal salary, talent fees. Box 581, BROADCASTING.

Salesman or woman. Only station in city. If earning less than $100.00 weekly contact us. Box 582, BROADCASTING.

Help wanted—Top flight newsman for small eastern state station. Not necessarily interested in commentator but man with all around news background, either newspaper or radio. Excellent opportunity. $200.00 per month to start. Tell all first letter accompanied by photo. Box 591, BROADCASTING.

Chief engineer—With reasonable experience for 250 watt station, southeast. Write details and references to Box 594, BROADCASTING.

Transmitter operator—with first class license for local station, Central Atlantic state. Good working conditions. Write details to Box 595, BROADCASTING.

Help wanted—We need man for newly created position—director of special events, as part our staff expansion in going regional. Should be able do intelligent interviews, recognize events having showmanship possibilities, and do daily personality program. Will be one of most important positions in our station. Send personal details, experience, recording to WGAC, Augusta, Ga.

Announcer—For commercial disc shows and special events. Audition platter or personal interview required. Wire Bob Shack, Production Manager, KFBC, Cheyenne.

Situations Wanted

Experience saves! We handle that station you have in mind from commencement of application to completion of operation after you are "on the air". All or any part of it. Savings on application, construction and operation is our specialty. Our experience is saving money for others—let us save money for you. Box 132, BROADCASTING.

Available immediately, experienced woman's commentator, programming, continuity. College graduate. Background with network stations. Box 538, BROADCASTING.

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Young man, 35 years of age, married, desires position with station contemplating expansion. Licensed since 1931. Nine years at transmitter before entering Navy. Experienced in installation and maintenance of transmitter and studio equipment. Naval experience all in materiel, VHF and FM. Los Angeles preferred. Box 555, BROADCASTING.

Station manager or assistant—8 years actual experience programming, continuity, sales manager, general manager when inducted. Age 36, married. Available 1st January. Sgt/Major in Army. Position must be permanent. Box 560, BROADCASTING.

Veteran wants job as copy writer with advertising agency or radio station. Spot commercials, news, music or religious continuity, what have you. Midwest, especially Michigan, preferred. References. Box 561, BROADCASTING.

Engineer. Just released from service. Would like to contact position in the east. Technical school graduate, experienced in design, construction, maintenance and FM. Box 562, BROADCASTING.

Brothers—Veterans. Experienced in radio announcing. Graduates Radio Institute of Chicago. One had own program on station affiliated with American Forces Network. Work well as team. Familiar with all phases of radio entertainment. Play six musical instruments. Available short notice. Box 563, BROADCASTING.

Situations Wanted (Cont'd)

Radio operator, have second class license radio telegraph and telephone. One year's experience as telegraph operator—very little experience at radio telephone. Ex-Merchant Marine officer. Willing to go anywhere. Box 573, BROADCASTING.

Commercial manager. Desire change. Discharged veteran with newspaper and radio advertising sales experience. Best of references. Sales record speaks for itself. Invite interview and investigation. Minimum compensation $6,000. I prove my statements. Box 576, BROADCASTING.

Veteran New York announcer—Producer must move south or west due to wife's health. Current contract expires Jan. 1. Wire collect for particulars. Box 577, BROADCASTING.

Ex-Navy lieut. desires position to start radio career. Called to active duty upon graduation Northwestern University. Studied Medill School of Journalism. Age 26, married. Can write news, promotion or publicity. Excellent knowledge popular music slots me as potential disc jockey or transcription music man. Prefer NYC, California, or Arizona. Available NYC interview now. Here's a young, ambitious, sober man who is anxiously seeking a start in radio for himself and security for his family. Box 583, BROADCASTING.

Announcer, 2 years experience on staff work. Desires permanent position. Specializing in news, special events and dramatics. Box 584, BROADCASTING.

Available January first. Program director-assistant manager. Ten years experience. Announcing, news, staff management, NBC-MBS traffic, production, music, all phases. Now employed but wish to make change since present job offers no further advancement. All details first letter. Best references. Box 585, BROADCASTING. Present employers know of this ad.

Promotion: Veteran, 27, B.S. degree, married. Eight years newspaper experience, including publicity and advertising copy; some radio copy. Desire connection with station, agency. Executive ability, supervised Army section of 25 men. Now in east. Box 587, BROADCASTING.

Announcer—Now employed network affiliate. Specialty news, sports, commercial announcing. Control board experience, platter shows. Available two weeks. Box 588, BROADCASTING.

Sports column, play-by-play: Honorably discharged volunteer ambulance driver. Previous two years commercial announcing, sportscasting basic network spot. Essential background and connections for building fast-moving, enlightening sports entertainment. Michigan A.B.; transcription available; excellent recommendations. Will go anywhere. Box 589, BROADCASTING.

Talented, dependable young man with one year copywriting experience. Third license, expecting to get first soon. Some announcing experience. Prefer southeast, but will consider all offers. Box 592, BROADCASTING.

Experienced announcer available January 1st. Presently employed as chief announcer. Desire change to metropolitan market. Six years experience in news, special events, sports color, and commercials. Highest references. Box 593, BROADCASTING.

Announcer-writer: Served abroad American Red Cross. Two years commercial announcer, writer at 5000 watt basis NBC station. College degree, excellent references, voice TX. Available immediately. Box 590, BROADCASTING.

Newswise? Pep up sales with network newsman in or heading your news department—writing, announcing news and special events. 2¼ years NBC plus four years small stations—spells experienced programming. Excellent references. Box 596, BROADCASTING.

Announcer-sportscaster, MC. 5 years experience 250 watt to 50,000 watt. Proven ability and voice. Production experience, news, sports, ad lib, straight live shows a specialty. Interested in your offer. Box 597, BROADCASTING.

Situations Wanted (Cont'd)

Former station manager, just back from two years in the Pacific, seeks opportunity at station in small or medium-sized community. Management, production, programming, scripts. Write Box 571, BROADCASTING.

P. I. Stations, available soon, fully experienced mail-pull announcer, MC for one of the best known hillbilly shows in country. Also sports, news and staff work. 5 years experience. 25 years old. Would like to help boost your mail and make permanent position for myself. Box 598, BROADCASTING.

New and expanding stations build audiences. Announcer-producer-copywriter now available, thoroughly experienced in all phases radio, including programming. Restricted permit. Best references. Employed network affiliate. Confidential. Box 599, BROADCASTING.

Commercial manager of 1000 watt, CBS affiliate, desires commercial manager or station manager position. Six years experience. Box 600, BROADCASTING.

Announcer, 24, married, college graduate, two years experience at leading 50 kilowatt stations. Can write, direct and produce. Easy going, easy talking sort of soul looking for a permanent job in a busy eastern station. Transcription on request. Box 601, BROADCASTING.

Lonely? Experienced announcer with college degree and smooth delivery wishes to correspond with progressive program director. Object—permanent position with advancement possibilities. Box 602, BROADCASTING.

Former executive in station representative organization available. Unusual background in radio and advertising over past 22 years. Network sales, agency radio director, spot and program sales. Also, six years with leading publication selling space. Age 48, good personality. Excellently qualified for sales connection in radio, agency radio or account work. Box 603, BROADCASTING.

Veteran, single. First class radiotelephone license. Three years transmitter experience, including standard and FM transmitters. Handle remotes, recordings, master control and studio shows. Two years college. Louis Halpern, 807 North Third St., Phoenix, Arizona.

Naval officer (electronic specialist) available Jan. 1 for position as transmitter engineer. Navy experience to 50 kw. AM or FM. Consider any location for good position. L. J. Kraehmer, 8311 S. Carpenter St., Chicago 20, Illinois.

Program director or topnotch announcer. 9 years experience. 31, family man. Seek permanent association. $60.00 to start. Being replaced by returning veteran. Charles Haaser, 44 Main St., Wethersfield, Conn.

First class radiotelephone license. Amateur W5JLT. Three years Navy radio technician program. Married. 31 years old. Desire permanent position in southwest. James W. Birdsong, P. O. Box 444, Mt. Vernon, Texas.

Ambitious veteran, 25, with musical and theatrical background desires position with future in production, announcing or publicity department. College and army experience. Adolph Trilling, 104 East 4th St., New York, N. Y.

SPORTSCASTER—WANTS PERMANENT ENGAGEMENT

BACKGROUND

Age—Thirty

Education—University

Service—3½ Years Army Officer

Experience—Newspaper Sportswriter; Broadcasting International League Baseball Games, American League Hockey Games, Big Time Wrestling, General Sports and News.

Should be of interest to stations who may be thinking of vigorously entering sports field or strengthening present organizations.

A letter, wire or phone call, naming an appointment at your convenience, without obligation to you, to discuss personally, will be appreciated.

Thank you for granting me an interview.

BOX 570, BROADCASTING

Situations Wanted (Cont'd)

Versatile copywriter with varied business, advertising experience wants to join medium-sized or large agency where ideas and ability pay. 3½ years AAF. Chicago preferred. B. J. Gross 5508 Hyde Park, Chicago.

Experienced New York production man desires program directorship in another town. Degree in radio, ten years in the business. Wire collect for particulars. Robert Mann, 333 Riverside Drive, New York, N. Y.

Just got permanent shore duty. Desire to resume radio announcing at progressive station immediately. Experience 1½ years CBS affiliate. Familiar with all phases radio broadcasting. Will travel. James Honig, 294 Union Ave., Brooklyn, New York.

Engineer-writer. Dossier mailed on request. First class license. 12 years radio. Six in conjunction press services. Midwesterner, 29, married. Anything, anywhere, immediately. Mario Wynn, 318 West 60th, Los Angeles.

Announcer—Ex-Navy Lt. with some experience available at once. Excellent voice, considerable sales experience. Writing ability. University graduate, married, dependable, good appearance. Ralph B. Reid, P. O. Box 489, Elgin, Illinois.

Electronics engineer, soon to be released from war work, invites consideration for filling permanent, responsible, engineering position. BEE degree. Experience in broadcasting and UHF techniques. Available February first. Address R. E. Patterson, 377 East Madison Avenue, Springfield, Ohio.

Announcer—Three years at news, commercials, ad lib, family man; New England or New York; references. Box 606, BROADCASTING.

Commercial manager available Feb., experienced, prefer commission only. Box 607, BROADCASTING.

Announcer—3 years experience. 30 years old. Southeast only. Available immediately. Box 614, BROADCASTING.

(*Continued on page 99*)

WANTED

Manager for Television Station

The man we're looking for will have had several years experience as the manager of a successful radio station in a large metropolitan center. He'll know programming . . . talent . . . production — as well as the commercial and management side of broadcasting. He'll be long on energy, ideas and imagination and probably very short on television experience. We'll supply that. For the right man this is a ground-floor opportunity in a tremendous new industry. Write, outlining your experience in detail. Negotiations in confidence, if you wish. Our organization knows of this advertisement.

BOX 574, BROADCASTING

RMA Discounts CIO Hold-back Claim

OPA Authorizes Parts Delivery; Union Sees Wallace

By RUFUS CRATER

REPLYING to union charges that production and delivery of goods are being deliberately held back by electrical manufacturers, Radio Manufacturers Assn. spokesmen declared last week they had no evidence of any such hold-back and did not believe the union's charges.

RMA officials ascribed the delay in delivery of radios primarily to OPA pricing delays, noting that United Electrical, Radio and Machine Workers (CIO), which made the charges, had in its own statement put some of the blame on OPA slowness. They said set makers could not have started deliveries until late November, when first OPA set prices were issued, because of OPA regulations prohibiting the manufacturer from shipping sets before he received OPA prices.

Rushing by Plane

Meanwhile, OPA late Friday announced that parts manufacturers may deliver under old orders until Jan. 15 at ceiling prices in effect prior to Dec. 3, 1946. Move was to expedite parts delivery to set makers, said OPA.

Now manufacturers are rushing sets by airplane in an effort to catch some of the Christmas market, the RMA spokesmen declared. They said they doubted, however, that the manufacturers would be able to catch much of the holiday trade.

A UE-CIO delegation, putting into effect a resolution adopted last month by union representatives from 76 cities [BROADCASTING, Nov. 19], met with Secretary of Commerce Henry Wallace last Tuesday to present their charges and demand "immediate investigation of the electrical industry."

The meeting with Secretary Wallace preceded by two days a strike vote conducted by UE-CIO among its estimated 200,000 members in General Electric Co., Westinghouse Electric Corp., and General Motors (Electrical Division) in plants throughout the U. S. First returns late Friday indicated overwhelming support for a strike.

Union officials previously agreed no strike would be called in 1945 [BROADCASTING, Dec. 10], explaining "the time for a strike, if it comes, is when such action aids UE rather than the companies." In the conference with Secretary Wallace, Albert J. Fitzgerald, UE-CIO general president, said delay in delivery of electrical goods could not be fastened on the union because UE-CIO "has not had strikes in the electrical industry."

UE-CIO Charges

UE-CIO contended "the electrical industry has engaged in a deliberate hold-back of radios, washing machines, refrigerators and other appliances from the Christmas trade" because "for every dollar of profit from products sold during 1945, manufacturers will make four times as much in 1946 because of the repeal of the excess profits tax."

"In addition," Mr. Fitzgerald said, "because of their campaign to abolish OPA price ceilings, electrical manufacturers are holding back their products now, hoping to reap huge profits later."

RMA contended it is apparent that although manufacturers may be in a position to profit by delay, actually production was impossible until late November. OPA Regulation 599, they noted, prohibits shipment of sets until OPA prices have been issued, and requires the manufacturer to affix retail price tags.

They pointed out that OPA's first parts prices were issued two months after V-J Day; that another month or six weeks were required before individual adjustment were secured; that the formula for pricing sets was not received until Oct. 30, and that the first set prices were issued the week of Nov. 23.

"Therefore," they declared, "radio set makers could not start delivery until the latter part of November."

Fact that manufacturers, now that production is possible, are "rushing sets by airplane" for the Christmas trade was seen as evidence of industry's desire to get sets to the public as quickly as possible.

Senators Absent

UE-CIO said union employes of Westinghouse, GE, GM, and RCA comprised the delegation which met with Secretary Wallace. Sens. James E. Murray (D.-Mont.) and James M. Mead (D.-N.Y.) were listed in a union release as attending the meeting, but authorities later reported the Senators were unable to be present. Sens. Mead and Murray head the committees which UE-CIO asked to be assigned to the requested investigation—the Special Committee to Investigate the National Defense Program and the Senate Education and Labor Committees, respectively.

UE President Fitzgerald, reporting on surveys he asserted the union made in several cities, said results "prove beyond the question of a doubt that tens of thousands of radios, refrigerators, electric irons and other electrical appliances could have been placed on the market prior to Christmas."

He said "in numerous instances companies are producing fairly rapidly and are, in many cases, storing their products rather than placing them on the market." But in most cases, he declared, "the appliance manufacturers have deliberately held back production, falsely blaming shortage of parts to 'labor trouble' or conversion difficulties."

Situations Wanted (Cont'd)

Manager. Desire working managership small station. 35, married, two children. Experience announcer, production, promotion, copywriting, sales. Promoted, directed Summer Theater. Present position, costume jewelry salesman. Present earnings $8000. Wife intricate part of working program, but wants no official status. Wife finished pianist, organist, vocalist, choral, glee club director. Experienced producing Little Theater Guild Amateur Radio Plays. Executive experience merchandising small wear, jewelry, cosmetics. Permanency rather than spring board. Starting salary $6,000 and share in profits. Box 613, BROADCASTING.

Sales job wanted with good station. Ideas to sell. Ability to sell them. Know programs and announcing. Will consider management of small station. 11 years in radio. 30 years old, married man. Make an offer. Box 612, BROADCASTING.

Commercial man of twenty-five. Experience network affiliates. Desires permanent position station or agency. References. Box 610, BROADCASTING.

Newscaster—Seeking permanent news berth in major market. 14 years experience in well known stations. Also, AFN and BBC. Honorable discharge. Family man. Experienced stage, radio production. Best references. Box 609, BROADCASTING.

Wanted to Buy

Wanted — Field intensity meter — will pay top price. Box 586, BROADCASTING.

Order letters for products advertised on your station may be worth thousands of dollars to your clients, and liberal commissions to you. We are confidential, exclusive agents for mass buyers of mail order names. For full particulars contact—Mr. Buhl, S. D. Cates Company, 1930 Irving Park Road, Chicago 13, Illinois.

Wanted—New or used recorder for 16 inch discs, state make, type and condition. Box 611, BROADCASTING.

For Sale

For sale—RCA 250-D 250 watt transmitter. Purchased new 1939, used two years. Has been kept in standby service. Best 250 watt ever made by RCA in S. C. City. Box 604, BROADCASTING.

Two Radiotone Transcription turntables, slightly used. $250.00. WNEX, Macon, Georgia.

For Sale—new Presto 6-N recorder with microscope and extra feedscrew also used Presto 85-E amp. Box 546, BROADCASTING.

For Sale—Presto Model Y recorder complete with extra 75-A recording turntable. Immediate delivery. Box 605, BROADCASTING.

2 Radiotone Transcription Turntables, new equipment, $390.00. WSSV, Petersburg, Virginia.

Considering sale full time regional station, national network, low frequency. Responsible principals only. Box 608, BROADCASTING.

Miscellaneous

Wanted to rent, wire laying plow, urgently needed. Station WSPA, Spartanburg, S. C.

Gifts for McNeill

CHRISTMAS RUSH is on for Don McNeill of American's *Breakfast Club* as postmen stagger in with big sacks of gifts from thousands of fans. Accumulation thus far includes books, pens, glassware, money clips, cigarette lighters, pastry, ducks, turtles, and a three-piece zoot-suit. Articles of value are being turned over to charity and relief organizations.

New TV Recording Machine Discussed

American Television Society Hears Report From Cuff

TELEVISION programming on both coasts was discussed by four authorities at a monthly meeting of the American Television Society Dec. 13 at the Barbizon-Plaza Hotel, New York.

Development of a new, and as yet unnamed, machine to record, visually and audibly, television programs, was reported by Samuel H. Cuff, general manager of DuMont station, WABD New York. Machine records on a 16 mm film. One use for it which Mr. Cuff envisions is reproduction of programs for widespread distribution throughout the country.

Lessons Learned

Bob Emery, president of Television Producers Assn. and television director of WOR New York, summed up lessons he had learned from the Brownstone Theater productions. Big problem, he said, is to find a cast which knows both radio and stage acting. "If you've got good writers and material, you don't need complicated camera work," he said.

Mr. Landsberg spoke of the necessity of holding television audiences' attention for long periods, a technique made possible by coordinated programming.

The problem of injecting commercials into television programs was discussed by Paul Mowrey, director of television for American Broadcasting Co.

Benson & Rixon Names

BENSON & RIXON Co., Chicago clothier, has placed advertising account with Sydney S. Lovitt Co., Chicago. Radio is said to be considered.

A. A. Porter Resigns

ARTHUR A. PORTER has resigned as managing director of Canadian Institute of Public Opinion, a Gallup subsidiary, to head research department of Leo Burnett Co., Chicago agency.

Howard Joins Browne

FRANCIS HOWARD, formerly of Merrill Kremer Inc., Memphis, and previously with sales promotion department of American in New York, has joined the copy department of the Burton Browne Advertising Agency, Chicago.

New on WBBM

TWO new public service programs have been added on WBBM Chicago. "Your Chicago" returned Dec. 15 3:30-3:45 p.m., presented in cooperation with Chicago Park District. "Wake Up and Live" dramatizing problems of Chicago needy, is aired with cooperation of 200 social agencies.

Pontius Returns

DON PONTIUS, member of Mutual Chicago sales staff until entering service in 1943, has returned as successor to Charles Goodman in MBS Chicago co-op sales. Goodman shifts to west coast office.

Joins Lovitt Co.

JAMES M. STEINMAN, owner of "I Want a Home" show broadcast for short time on WCFL Chicago, has joined Sydney S. Lovitt Co., Chicago agency.

Vet Tie-in

WBT Charlotte daily newspaper column ad appearing in the Charlotte Observer will be tied in with a weekly 15-minute program entitled "Veterans Available" as part of the station's drive to aid veteran employment.

British Music

SERIES of recorded musical programs entitled "English Music Hall," designed to give Americans vivid cross-section of British dance music and specialties, starts on WNEW New York, 6-6:30 p.m. on Dec. 23.

NARBA Parley

(Continued from page 15)

stations in this country suffered ruinous interference largely from Cuban stations. In several instances it became necessary for the stations to assist the Cuban licensees through provision of consulting engineering advice and even of equipment.

The Cuban proposal submitted at Rio takes cognizance of the directional situation. The precise position of Cuba is not too clearly projected in this proposal, but it is construed as an indication that Cuba not only "demands" the duplicated assignments but expects assistance from stations in the United States and possibly Canada in the way of equipment and installation.

After setting forth its "demands" for the score of assignments, the Cuban proposal, translated from Spanish, reads:

> Insofar as the use of the said channels requires expensive installations useful only for the specific frequency of the station that will use it, the Cuban Administration finds no justification to compel its broadcasting station the construction of such installation unless the stations would be protected through Regional Agreements or understandings with the neighbor nations with which it would have to share these channels, economically reasonable length of time, against changes.

Prior to the Rio conference, proposals had been made for extension of the North American agreement, but Cuba protested on the ground that she did not have adequate facilities [BROADCASTING, Oct. 8]. Altogether, Cuba asked for new assignments on some 20 additional channels, mainly below 1000 kc, most of them with power of from 15 to 50 kilowatts. Canada had proposed a two-year extension of the North American Regional Broadcasting Agreement (NARBA) and the United States a one-year extension. Cuba insisted, however, upon a new agreement.

Little Chance of Unanimity

During the last fortnight it has become evident that there is little chance of unanimous agreement on extension of the treaty under its present terms. As a consequence, it has been concluded that it would be desirable to work out a revision of the treaty with a view to extension for a normal five-year term. Such a revised treaty would require ratification by the Senate.

Thus, instead of naming an engineering delegation, made up largely of FCC technical representatives for the conference, it would mean that President Truman would be called upon to appoint a formal delegation at policy level. Both the State Dept. and the FCC would be represented on the delegation. FCC Chairman Paul A. Porter presumably would be an American member and possibly chairman. Commissioner E. K. Jett, then FCC chief engineer, was a top figure at the Havana conference in 1937 at which the treaty was drawn and logically would be on the American delegation.

Eisenhower Named

NAMED last week as a member of the three-man committee by President Truman to make a fact-finding study of the General Motors labor dispute was Milton Eisenhower, president of Kansas State College and former deputy director of OWI in charge of administration. Brother of General "Ike", Mr. Eisenhower has been long identified with radio, both with OWI and previously with the Dept. of Agriculture where he was director of information. He figured prominently in the creation of the *National Farm and Home Hour* program of the department on NBC in 1928 and frequently appeared on the program.

The State Dept. probably would be represented by an assistant secretary, most likely William L. Clayton, who is in charge of Economic Affairs. George P. Baker, director of the Office of Transport & Communications Policy, probably would be a delegate or top technical adviser. Francis Colt deWolf, chief of the Telecommunications Division, and Harvey B. Otterman, assistant chief, in immediate charge of NARBA affairs, unquestionably would be advisers. George P. Adair, FCC chief engineer; John A. Willoughby, chief of the Broadcast Branch, and Marion H. Woodward, chief of the FCC's International Division, also are likely selections as key advisers.

The conference agenda probably will be devised this week, assuming acceptances are in. Invitations then will go out telegraphically. It is not expected that the agenda will go far beyond the proposal advanced by Cuba. Other signatories, of course, will have an opportunity to present proposals. The original plan for the engineers conference was to adopt an interim agreement, probably embodying the present NARBA, with amendments to take care of the immediate needs of the signatory nations. That limitation as to scope still is likely.

Both the FCC and State Dept. are anxious to have the treaty discussions completed prior to the opening of the clear channel hearings on Jan. 14. Because of time element occasioned by the March 29 expiration of the original treaty, the department is desirous of completing the sessions as quickly as possible to procure Senate ratification before the expiration date.

In addition to the Cuban proposal, the Bahamas Government has advised the department that it wishes to be assured of its retention of the 640 kc channel, which is a clear I-A frequency used in the United States by KFI Los Angeles. It made no further proposals.

Cuba, in its proposal [text in Oct. 8 issue], asked the right to use the 690 kc channel on a I-A basis. The frequency now is used by CBF Montreal with 50 kw and by KGGF Coffeyville, Kan., using 1 kw day and 500 w night. Cuba also asks for four channels with power up to 50 kw, four with 20 kw, two with 10 kw and four with power from 500 to 5,000 w in the standard band below 1000 kc as well as assignments above 1000 kc.

Channels Asked by Cuba

Specific channels sought by Cuba, together with U. S. stations now assigned to each frequency but exclusive of stations of other nations on the continent are:

690 kc as clear channel by Class I-A station with 50 kw.

580 kc with from 5 to 10 kw with directional antenna. (Regional occupied by KMJ Fresno, WDBO Orlando; WILL Urbana, KSAC Manhattan; WIBW Topeka; KALB Alexandria, La.; WTAG Worcester, WIAC San Juan, P. R.; WCHS Charleston, W. Va.)

600 kc up to 20 kw with directional. (Regional occupied by KFSD San Diego; WICC Bridgeport; WMT Cedar Rapids; WCAO Baltimore; WSJS Winston-Salem; KSJB Jamestown, N. D.; WREC Memphis; KROD El Paso.)

640 kc, 50 kw outlet as Class II station with directional and protection provided under NARBA standards. (Clear channel—dominant station KFI Los Angeles, plus daytime or limited time WOI Ames, Ia.; WHKK Akron; WNAD Norman, Okla.)

730 kc—same conditions as 640. (Clear channel—dominant station XEQ Mexico City, plus daytime WPIK Alexandria, Va.)

740 kc—same conditions as 640. (Clear channel—dominant stations in U. S. KTRH Houston; KQW San Jose, Cal.)

800 kc—same conditions as 640. (Mexican-Canadian clear channel.)

860 kc—Class II station with power limitation of 20 kw. (Clear channel with CFRB Toronto as dominant station, plus KTRB Modesto, Cal., and WSON Henderson, Ky., daytime.)

910 kc—same conditions as 860. (Regional occupied by WRNL Richmond; WSUI Iowa City, Ia.; KLX Oakland; KPOF Denver; KFKA Greeley, Colo.; WABI Bangor, Me.; WFDF Flint; WCOC Meridian, Miss.; WGBI Scranton; WQAN Scranton; WJHL Johnson City, Tenn.; KRRV Sherman, Tex.; KALL Salt Lake City, and KVAN Vancouver.)

920 kc—same conditions as 860. (Regional occupied by KARK Little Rock; WGST Atlanta; WBAA West Lafayette, Ind.; WJAR Providence; KFPY Spokane; WMMN Fairmont, W. Va.; KFXJ Grand Junction, Colo.; KFNF Shenandoah, Ia.; WTTM Trenton; WBBB Burlington, N. C.; KUSD Vermillion, S. D.)

950 kc—Class II station with maximum power of 10 kw. (Regional occupied by WWJ Detroit; WSPA Spartanburg; WORL Boston; KJR Seattle; KPRC Houston; WPEN Philadephia; WAAF Chicago, and KFEL Denver.)

Mutual's Best 17

MUTUAL has sent to radio editors a list of what network believes to be its top sustaining shows for consideration by editors for listing in poll of best radio programs for past year. Total of 17 programs of all types have been listed.

960 kc—same conditions as 950 kc. (Regional occupied by WBRC Birmingham; KROW Oakland; WELI New Haven; WSBT South Bend; KMA Shenandoah, Ia.; WDBJ Roanoke.)

1030 kc—same conditions as 950 kc. (Clear channel—dominant station WBZ Boston, plus synchronized WBZA Springfield, Mass.; KOB Albuquerque, now holding special service authorization on 770 kc, and KWBU Corpus Christi, Tex.)

1060 kc—same conditions as 950 kc. (Clear channel—dominant station KYW Philadelphia.)

As to the following channels, Cuba asks the right to Class II station with power of some 500 to 5,000 w using directional antennas, but asks for assignments on only four of the seven channels specified:

660 kc (clear channel—dominant station WEAF New York, plus KFAR Fairbanks, Alaska, and KOWH Omaha and KSKY Dallas, daytime stations.)

670 kc (Clear channel occupied by WMAQ Chicago.)

720 kc (clear channel occupied by WGN Chicago.)

760 kc (clear channel dominant station WJR Detroit plus KGU Honolulu.)

770 kc (clear channel—dominant station WJZ New York, plus daytime stations WLB Minneapolis; WCAL Northfield, Minn.; WEW St. Louis, and limited time KXA Seattle.)

880 kc (clear channel—dominant station WABC New York, plus daytime WHB Kansas City.)

890 kc (clear channel—dominant stations WLS and WENR Chicago, plus daytime WHNC Henderson, N. C.)

School Listeners

PLANS are underway for the establishment of listener groups from schools throughout the nation for the new ABC series, "Symphonies for Youth," starting on Jan. 12. Los Angeles public school system is distributing material and information to schools. Program will be broadcast by Los Angeles Philharmonic Orchestra, Sat. 1-1:45 p.m.

Adopt European Schools

VOLUNTARY "adoption" of four European schools by listeners to the Martha Deane show on WOR New York was announced last week. Plan to contribute food, clothing and school supplies to the schools was suggested initially by members of the radio audience who had heard Dr. Howard E. Kershner, chairman of the overseas committee of the Save the Children Federation, describe conditions of Europe's children. Schools to which supplies are now being sent are at Gamvik, Norway; Calais, France; Meppel, Holland; and Houffalize, Belgium.

RCA Television

(Continued from page 15)

as countering the contention of BS that television should await ll development in color before ing offered to the public. CBS as demonstrated its color video, ing the mechanical filter princi, in many exhibitions since 1937. The Princeton demonstrations, th of color and black and white, atured live talent.

RCA, Gen. Sarnoff told the gathring, will not be satisfied with lor television until it has perected an electronic system of ansmitting consonant with the ality now evident in black and hite transmission.

Gen. Sarnoff said that the meanical system for reproducing lor pictures is essentially the me as that which the motion picre industry tried out and abanned in 1911.

Protesting that he did not wish carry on a controversy with those ho believe that color television ll be ready tonight or tomorrow rning," he said. "We haven't ded color to television. We've ded television to color."

Acknowledging that there will be solescence, both in transmitting d receiving equipment, with the ogress of the science, he comented: "We do not fear obsolesnce—we welcome it. That is why merican industry continues to rearch and to make progress."

Using as an example a television eiver that cost $250, Gen. Sarf said that the obsolescence tor in such an instrument over period of five years would cost e owner less than two cents an erating hour, if he has service om two or more stations.

Gen. Sarnoff, when asked why ere were so few television apications on file with the FCC, id the answer was simply one of oney. He predicted, "No broadster will get rich on television in e next five years." He said, hower, that there would be reward time for those who could afford survive the five year developent period.

Transmitters in 1946

It was announced by Frank M. olsom, RCA executive vice present in charge of the Victor Diision, that new television transitters will be available in the tumn of 1946. Television home eceivers, he said, would begin comg off the RCA lines in the spring 1946. Consoles will provide andard and FM reception, world ide shortwave and video, he added.

The Princeton demonstration of lor video employed a directional am transmitter and parabolic anna. The power was 1/20 of a att, noted by the engineers as initesimal when compared to 50 audio transmitters now emoyed. Low power output was cribed to the development of a w electron tube refined during artime experimentation. The carer frequency employed was 10,0 mc, 20 times higher than any heretofore used in telecasting.

Cameras employed the new Image Orthicon tube [BROADCASTING, Nov. 12] which is 100 times more sensitive to light than the pre-war camera tube employed by RCA. Mr. Folsom told visitors, "It 'sees' by candlelight, and can pick up any event or scene that the human eye can see comfortably. It makes possible round-the-clock programming of special events."

The newest RCA cathode-ray tubes were used. The fluorescent screen on which the image appeared in black and white is backed up with a very thin coating of aluminum which acts as a mirror preventing loss of light inside the tube. This principle, engineers stated, improves picture brilliance and contrast.

Receiving sets employing this equipment will cost from $200 to $300, it was announced by Mr. Folsom. They will possess screens ranging in size from 4½ by 6 inches to 6 by 8 inches. The all-wave receivers, to be produced in consoles after early manufacturing is under way, will cost $500 and will be equipped with a 16 by 22 inch screen, he said. The receivers, with no moving parts, will be as simple to operate as today's audio sets, he noted.

Meanwhile, NBC has plans under way for expansion of their television operations, it was announced to the Princeton guests by Niles Trammell, network president. The WNBT transmitter in New York will be modernized. Stations will be built in Washington (1946), and later in Los Angeles, Cleveland and Chicago, if FCC grants licenses. A New York-Washington network will be operated in 1946, Mr. Trammell said, and between New York and Boston in 1947. Present coaxial cables that are being laid, it was contended at the meeting, are adequate for black and white, but do not provide a channel wide enough for color in motion.

Mr. Trammell visualized a future nationwide network television system which used not only coaxial cable but automatic radio relay stations and Stratovision. He used "Stratovision" in his comment—a word coined by Westinghouse Radio Inc. to designate the new airborne transmission relay system upon which it is experimenting in cooperation with the Glenn L. Martin Co., manufacturers of airplanes.

RCA's executive vice president in charge of the laboratories, Dr. C. B. Jolliffe, said that in the lower frequencies allocated for commercial transmission, transmitters can be built to operate with at least 5000 w up to 33 mc. New antennas can be built, he observed, to make the effective power of 5,000 w transmitters the equivalent of 20 to 50 kw output.

L. W. Teegarden, general manager of the RCA Victor tube and equipment department, said the following schedule for tube manufacture had been established: seven inch tube, available April 1; 10 inch tube, March; 15 inch tube, July 1.

NAB PROGRAM DEPT. PLAN BEING DRAWN

FORMAT for the proposed NAB Program Department, developed last week by the NAB Program Managers Executive Committee at a two-day meeeting at the Hotel Roosevelt, New York, will be submitted to Judge Justin Miller, NAB president.

Meeting a demand among station groups for association assistance in programming, the new department would be staffed by competent personnel and operate with a budget of perhaps $40,000. Recommendation is to be submitted by President Miller to the NAB Board of Directors at its Jan. 3-4 meeting in Los Angeles.

Named to complete work on the department plan was this subcommittee: Harold Fair, WHO Des Moines, chairman; Ralph W. Hardy, KSL Salt Lake City; Eugene Carr, WHBC Canton, O.; Henry W. Slavick, WMC Memphis, ex-officio member.

KSUN Shift Approved; Three in Pending File

CONSENT was granted by FCC last week to voluntary assignment of license of KSUN Lowell, Ariz., from Copper Electric Co. Inc. to Carleton W. Morris as individual. No money is involved.

At same action Commission placed in pending file the applications of KELD El Dorado, Ark., KXA Seattle, Wash., and KFQD Anchorage, Alaska, for transfer of control and voluntary assignments of license until such time as the Commission adopts procedure rules contemplated by AVCO-WLW decision, or until applicants indicate an "election to follow procedure outlined in Public Notice of October 3, 1945." Notice relates to WLW transfer and proposed transfer procedure.

Eyeing Waring

SEVERAL national accounts in the Midwest are interested in the idea of sponsoring NBC's most expensive daytime property, the Fred Waring program, according to an NBC Chicago spokesman. Reputed to cost the network $18,000 a week as a sustainer, program is being offered on a participating basis, each day to be sponsored by an individual advertiser. Thus each advertiser could sponsor Waring for about $500,000 a year, instead of the $2,000,000 a year total for both time and talent for the package. Waring contract, expiring Jan. 1, will be renewed at least until February on the month-to-month option provided in the contract.

Marr CBS Attorney

NED MARR, released from Navy with rank of lieutenant commander, has been appointed resident attorney for CBS Hollywood. Prior to service, he was associated with Los Angeles District Attorney's office, City Attorney's staff and with County Counsel's department.

'I' Out of 'Irate'

SIMPLIFIED rate card which station officials say will take the "i" out of "irate" for busy executives has been prepared by KVOO Tulsa. The new card is designed to show at a glance the cost of time periods from announcements to an hour, classified according to cost per number of periods bought and part of day in which they come. Station officials say with their new card a timebuyer will not be required "to perform mental mathematical nip-ups to figure out how much time he will get for how much money."

Taylor Chairman

DEEMS TAYLOR, composer and president of ASCAP, last week was named chairman of the program committee for the Roosevelt Memorial Concert to be given under auspices of the National Foundation for Infantile Paralysis at the Waldorf-Astoria, New York, Jan. 30.

Levaur Appointed

SAMUEL B. LEVAUR, for the past 18 years associated with the country's major electrical appliance organizations, has been appointed sales manager for television receivers of Allen B. DuMont Laboratories, Passaic.

Sun Bowl Broadcast

NEW YEAR'S Day football game between New Mexico and Denver U. from the Sun Bowl at El Paso will be broadcast on ABS. Play-by-play description will be broadcast by Larry Munson.

Wise Starts Drake

WILLIAM H. WISE & Co. Inc., New York (books and magazines), on Jan. 6 starts for 52 weeks Galen Drake on approximately 35 ABC stations, Sun. 3:15-3:30 p.m. Agency: Huber Hoge & Sons, New York.

WBYN Sustainer

NEW SUSTAINING program starts on WBYN Brooklyn on Dec. 17, featuring "Songs for You" by Dick Edwards, recently discharged from Naval Aviation, and new to radio. Program will be heard five times weekly, 10-10:30 a.m. as sustaining feature.

Dynamic Spots

DYNAMIC ELECTRONICS, N. Y. (Pfanstiehl Needles) started a spot announcement campaign on Dec. 1, three times weekly, for 13 weeks on the following New York stations: WQXR WLIB WOV. Agency: Sternfield-Godley Inc., New York.

Venezuelan Office

EDWARD W. H. LUMSDEN of McCann-Erickson Inc., New York, has left for Caracas, Venezuela, where he will open a branch office for company. This will be McCann-Erickson's eighth office in Latin America since company entered that field 11 years ago.

Sodus Starts on WQXR

SODUS CREAMERY Corp., Long Island City, is starting "Luncheon Concert" on WQXR New York for 52 weeks starting Jan. 1. Program will be heard daily for noon quarter-hour, 12:45-1 p.m. Agency is Charles W. Hoyt Co., N. Y.

Joiner Honored

COL. TALLEY D. JOINER, N. W. Ayer & Son, Philadelphia, account executive, has been awarded the Legion of Merit for exceptionally meritorious conduct in the performance of outstanding service. Col. Joiner until Sept. 1945 when he joined the agency, was executive officer and later deputy director of Office of Dependency Benefits.

Brass Rail Shows

BRASS RAIL Inc., New York (restaurants), started "Melodies of Old Vienna" on WQXR New York on Nov. 30, 5:05-5:25 p.m. and one-minute spot announcements Fridays and Saturdays on station. Agency: Blackstone Co., N. Y.

Quaker Subscribes

QUAKER OATS Co., Chicago, is now subscribing to the Arthur C. Neilson Co., Chicago, index service. Company's service will be based on expanded Neilson sample of audimeter homes beginning Jan. 1.

At Deadline...

BARTLEY HEADS FIRM SEEKING HOUSTON STATION

ROBERT T. BARTLEY, director of the NAB FM Dept., is president and treasurer of KHTN Corp. Inc., Houston, applicant for a 5 kw fulltime station in that city, operating on 610 kc. He is owner of 750 shares of common stock, 1 preferred. Gerald Harrison, vice-president, holds 150 preferred. T. Benjamin Adams, holding no stock, is secretary.

Mr. Harrison was Yankee Network station relations director up to 1944. He now is owner of 10% preferred stock of WMAS Springfield, Mass., and WLLH Lowell. Carl S. Wheeler, no business connection, holds 150 shares of preferred in KHTN Corp. His mother, Gertrude A. Wheeler, has 299 shares of preferred. She owns 40% of preferred stock of WMAS and WLLH. Albert S. Moffatt holds 150 preferred shares of KHTN Corp. He owns 10% preferred and all common stock of WMAS and WLLH.

ELECTRICAL EMPLOYES VOTE IN FAVOR OF STRIKE

UE-CIO headquarters in New York announced Friday Smith-Connally strike vote among 200,000 electrical appliance employes of General Electric Co., Westinghouse Electric Corp. and General Motors Corp. (electrical division) in 16 states on Dec. 13 had resulted in overwhelming "yes" vote in favor of strike action (story on page 99). Union said voting totaled 112,993 with 94,343 favoring strike. UE-CIO in telegrams Friday to Westinghouse and GE requested firms to "engage in continuous negotiations to arrive at a satisfactory agreement to the union's demands for the $2 a day wage increase."

RADIO LUXEMBOURG TO RESUME COMMERCIALLY

RADIO LUXEMBOURG returns to commercial operation about Jan. 1, Jacques LaCour-Gayet, managing director of Compayne Luxembourgeoise de Radio-Diffusion, original owner, announced in New York Friday. U. S. Armed Forces returned station to private owners Nov. 11. M. LaCour-Gayet said station "will be very glad to accept American advertisers," adding, "I am full of admiration for American radio and its beautiful programs." Radio Luxembourg, now on 100,000 w, returns to prewar 200,000 w power when equipment is available.

Closed Circuit

(*Continued from page 4*)

least one network—NBC—is pondering holding its own parley of affiliates.

WATCH House Committee on Un-American Activities for investigation of complaints that Fundamentalist group of churches are "out in cold" so far as competing with other Protestant groups for station time is concerned. This despite fact that Third U. S. Circuit Court of Appeals sustained WPEN Philadelphia when Fundamentalists sought to compel station to sell them time [BROADCASTING, Oct. 22].

TELEVISING Congressional sessions may be nearer than many realize. J. Harrison Hartley, director of special features, television department, NBC, in Washington last week browsing around Capitol, conferring with Congressional leaders and checking possibilities of necessary installations for TV pickups.

RADIO NOTABLES ATTEND GRIDIRON CLUB DINNER

PROMINENT broadcasting executives and commentators were guests of the Gridiron Club, famed Washington journasistic organization, which held its first dinner since the spring of 1941 Saturday night, at the Statler Hotel, Washington. President Harry S. Truman was honor guest. Among guest list were:

Barry Bingham, WHAS Louisville; Walter Brown, WSPA Spartanburg, S. C.; Gardner Cowles Jr., John Cowles, T. A. M. Craven, Cowles Broadcasting Co.; William B. Dolph, WMT Waterloo; Marshall Field, Marshall Field Jr., Marshall Field Enterprises; Earl Gammons, CBS; Earl Godwin, Richard Harkness, Ray Henle, commentators; Robert H. Hinckley, KALL Salt Lake City; Jack Howard, Scripps-Howard Radio; Merle S. Jones, WOL Washington; Samuel H. Kauffmann, WMAL Washington; Capt. John A. Kennedy, USNR, West Virginia Network; Robert E. Kintner, American; A. H. Kirchhofer, WBEN Buffalo; Sen. Willard F. Knowland, KLX Oakland; Edgar Kobak, Mutual.

Eugene F. McDonald, Zenith Radio Corp.; Eugene Meyer, WINX; Edward J. Noble, American; Barnet Nover, commentator; Paul A. Porter, chairman, FCC; Stanley Resor, J. Walter Thompson Co.; Frank M. Russell, NBC; David Sarnoff, RCA; William J. Scripps, WWJ Detroit; Carleton D. Smith, NBC; J. H. Steinman, Mason Dixon Group; T. O. Thackrey, WLIB New York; Niles Trammell, NBC; Albert L. Warner, WOL; Mark Woods, American.

BARBER HEADS MMA

WALTER C. BARBER, Compton Adv., New York, last week was elected president of Media Men's Assn. of New York. Others elected: Daniel Pykett, of Arthur Kudner Inc., first vice president; Sidney Schaefer, Buchanan & Co., second vice president; Robert Erath, Kenyon & Eckhardt, treasurer; Harold Stearns, Duane Jones Co., secretary; William Schink, G. M. Basford Co., sergeant-at-arms; Harry Parnas, Cecil & Presbrey, and Archer Beyea, Export Adv. Agency, executive board members, and Daniel Gordon, Ruthrauff & Ryan, executive board chairman.

GITTINGS SUCCEEDS EGAN

THEODORE R. GITTINGS, assistant vice president of Western Union since 1943, last week was elected vice president in charge of public relations, succeeding Joseph L. Egan, who become president Dec. 15.

RADIO AT WHITE HOUSE?

WHITE HOUSE will have complete radio-television studio facilities under a plan sent to Congress last week by President Truman seeking $1,650,000 to enlarge and improve the executive offices. The plans, while not divulged in detail, would provide for an addition to the West Wing of the Executive Mansion which would include an auditorium studio acoustically treated for radio with lighting sufficient for television pickup and other electronic innovations for aural and video broadcasting.

There would be seating accommodations for 300. It is assumed that in addition to broadcasting it would be used for news conferences and group gatherings, in lieu of the President's Oval Room office. Improved news facilities also are understood to include adequate booth accommodations for direct network pickups and broadcasts from Executive Office. J. Leonard Reinsch, radio adviser to the President and managing director of the James M. Cox stations, is believed to have participated in drafting of the radio studio plans, along with representatives of major networks.

People

JUSTIN MILLER, NAB president, was admitted Friday to the bar of the U. S. Court of Appeals of the District of Columbia, over which he presided as associate justice before resigning to accept NAB post.

EDGAR KOBAK, MBS president, visited Secretary of Commerce Henry Wallace last Friday, primarily on postwar small business development. He was to confer with President Truman Saturday morning.

E. R. NARY, with Westinghouse 30 years, last week was named assistant to Walter Evans, vice president in charge of radio and related activities.

NATHAN HALPERN, formerly executive assistant to Cass Canfield, director of U. S. Information Service, appointed executive assistant at CBS headquarters in New York.

CARLYLE E. YATES, recently discharged from the Navy with the rank of lieutenant commander and formerly assistant to the general counsel of RCA, has been appointed assistant general counsel of NBC. Edmund Souhami, recently Army lieutenant who before war was engaged in private legal practice in copyright field, has been named NBC senior attorney.

WILLIAM B. LEWIS, vice-president and radio director of Kenyon & Eckhardt, New York, elected to board of directors.

KENNON JEWETT, copy chief of William H. Weintraub & Co., New York, appointed vice president.

NICHOLAS GASSAWAY and EMIL H. MARK, formerly account executive and copywriter, respectively, with Michel-Cather, New York, resign to establish new agency, Gassaway, Mark & Co., 238 Water St., N. Y.

1,000 STATIONS

(*Continued from page 4*)

President is Lee B. Weathers, who has substantial interest in *Shelby Daily Star*. Recently, WPIK Alexandria, Va., started operation as daytime station on this frequency.

A new regional station for Austin, Tex., was granted to Austin Broadcasting Co., for operation on 1300 kc with 1 kw power, unlimited time. Grant was made possible after Raoul Cortez, who had been granted daytime station on this frequency for San Antonio, agreed to accept 1350 kc. President of Austin company is John B. Connally, who holds 50% interest. Remaining stock is held by 10 others.

The Commission also designated 10 applications for new stations for hearing.

New station authorizations were: Marietta Broadcasting Co., Marietta, O., 1490 kc, 250 w, unlimited; Western Carolina Radio Corp., Shelby, N. C., 730 kc, 250 w, daytime; Austin Broadcasting Co., Austin, Tex., 1300 kc, 1 kw, unlimited, DA for nighttime use; Mrs. Lois Daniels, Brawley, Cal., 1490 kc, 250 w, unlimited; Broadcasting Corp. of America, Brawley, Cal., 1300 kc, 1 kw day, 500 w night, unlimited; Arkansas Airwaves Co., North Little Rock, Ark., 1450 kc, 250 w, unlimited; Southwest Broadcasting Co., Pulaski, Va., 1230 kc, 250 w, unlimited; Dairyland's Broadcasting Service Inc., Marshfield, Wis., 1450 kc, 250 w, unlimited.

Designated for hearing were: Kankakee Daily Journal Co., Kankakee, Ill., 1320 kc, 1 kw, daytime; Sunland Broadcasting Co., El Paso, Tex., 1340 kc, 250 w, unlimited, to be consolidated with El Paso Broadcasting Co. and Seaman & Collins, seeking same facilities in same locality; Southeastern Broadcasting System, Sanford, Fla., 1400 kc, 250 w, unlimited (to be consolidated with hearing on application of Hazlewood Inc., scheduled for Feb. 19 in Deland, Fla.); Peoples Broadcasting Co., Lancaster, Pa., consolidated with Lebanon Broadcasting Co., Lebanon, Pa., both for 1270 kc, 1 kw, daytime only; Peninsular Broadcasting Corp., Coral Gables, Fla., consolidated with Everglades Broadcasting Co., Ft. Lauderdale, Fla., and Paul Brake, Miami, all for 1450 kc, 250 w, unlimited.

WLW

ANNOUNCES ANOTHER STEP FORWARD IN STATION AUDIENCE MEASUREMENT

with

NIELSEN

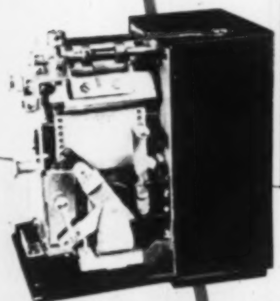
RADIO INDEX

This month, another chapter is added to the WLW story of progress in station audience measurement. Now — when FACTS about coverage and listening are increasingly vital, WLW becomes the first radio station anywhere to make available to its clients, its management, and its program department, the Nielsen Radio Index . . . mechanical measurement of minute-by-minute listening in an accurate cross-section of homes in the WLW Merchandise-Able Area.

This is the fifth step in WLW's march toward FACTUAL time-buying information:

- **1940**—Merchandise-Able Area established
- **1941**—Hooperatings adopted
- **1942**—Cost Allocation System developed
- **1943**—First rural coincidentals
- **1945**—NIELSEN RADIO INDEX adopted

With the start of the new year, this additional information about listening in the WLW area will enable us not only to show you the WLW story more accurately measured by standard yardsticks, PLUS new yardsticks never before available to us... but also to improve station operation and programming beyond even the high standards for which the Nation's Station is famous.



This is the Nielsen Audimeter, which records every dial change, every minute of listening, 24 hours a day, year in and year out. It measures FACTS..with perfect accuracy.

WLW

The Nation's Station

NEW YORK CINCINNATI CHICAGO
HOLLYWOOD ATLANTA